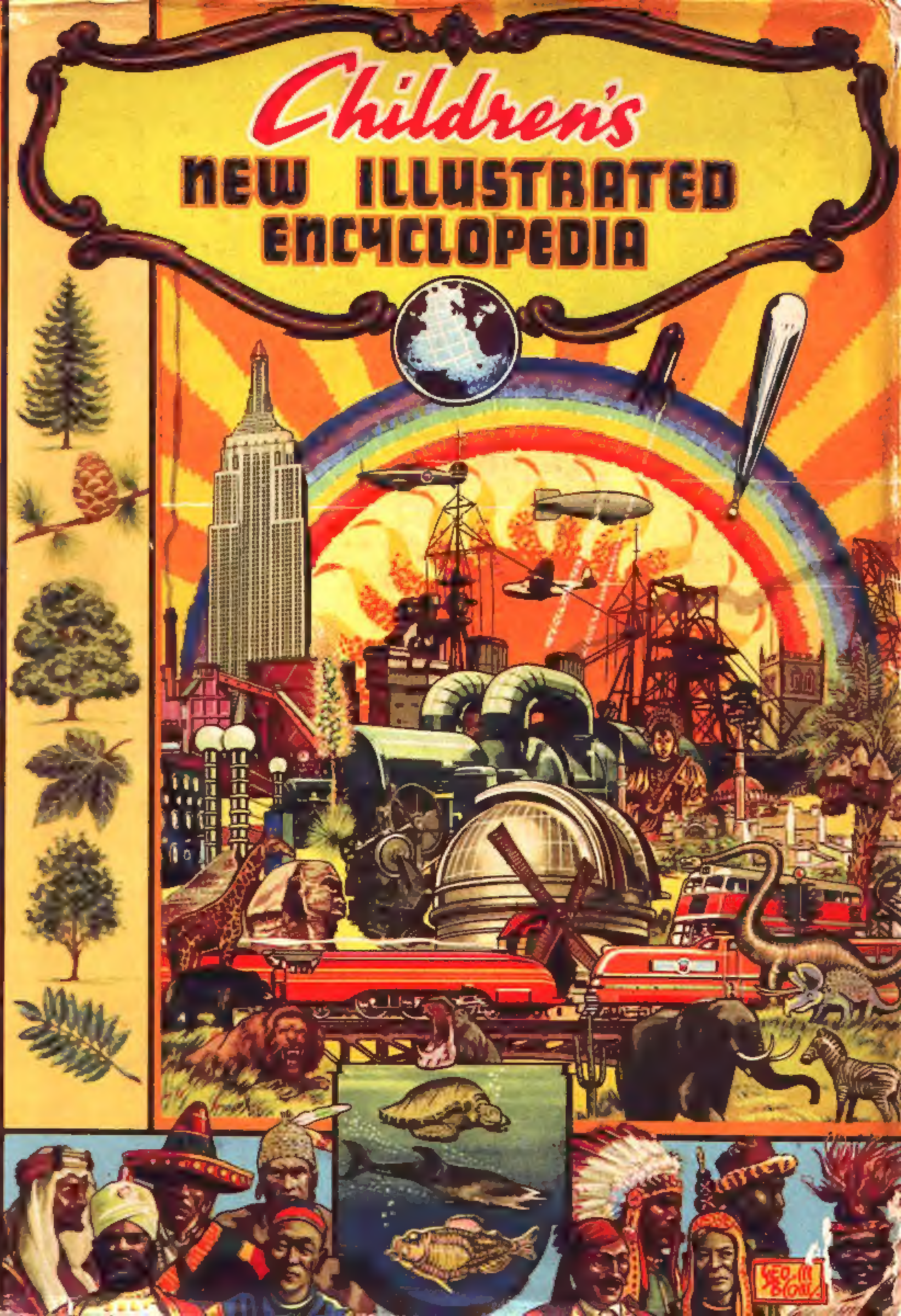
Children's NEW ILLUSTRATED ENCYCLOPEDIA



Childre
NEW
ILLUSTRAT
ENCYCLOPE

COLLIN

MORTON
SALT
When it rains it pours
Morton Salt • Plain or iodized

Family fun together—
what a time for pictures

Snapshots keep your happiest times

All the year brings wonderful experiences that make you wish, "If I only had my camera!" The one way to avoid regrets is to have your camera, and some Kodak Film, always ready for the picture chances sure to come.

Eastman Kodak Company, Rochester 4, N. Y.

At your dealer's—dependable Kodak and Brownie cameras for indoor and outdoor snapshots.

For black-and-white snapshots, Kodak Verichrome Film. For full-color snapshots, Kodacolor Film.

Send a snapshot with every letter

One of the Great Moments of your life... *Your First Job*

Why it's one of the most important times to see your life insurance agent.

Neither lateness, laziness, nor long lunch hours stay this courier from his appointed rounds. That's the way to start. Today your name is on the payroll . . . then, tomorrow on a door . . . in a headline . . . maybe even in a history book, or maybe not — no matter. What matters is what you make of your life . . . and how you plan it. That's where life insurance comes in. For today with high taxes and high living costs, life insurance offers you the best way to save for the future . . . and get the most for your money.

See your Massachusetts Mutual Agent, for he's been especially trained to help you. He'll explain the advantages of buying life insurance now. And he'll show you how to start a flexible life insurance program.

Providing life insurance programs of "planned flexibility" to meet changing insurance needs has been our job for almost one hundred years . . . another good reason why, at the great moments of *your* life, you should talk over *your* plans with your Massachusetts Mutual Agent.

Massachusetts Mutual LIFE INSURANCE COMPANY
SPRINGFIELD, MASSACHUSETTS

For nearly 100 years . . . a great name in life insurance

In business, as in military operations, the mathematics of transportation and supply often decide between a victory (in profits) and a setback.

LOGISTICS for Generals of Industry

As a top executive of a company using chemicals in quantity, your concern is with strategy at the policy level. A glance at the map above shows you how geography cuts costs for Wyandotte's customers and gives them a competitive advantage in today's markets.

You'll see that Wyandotte is located at the hub of the Great Lakes waterways — in a most favorable position for economical transportation to customers by water, rail and truck:

Established water carriers ride the Lakes with cargoes of soda ash, caustic soda and other tonnage chemicals. These ships load directly from Wyandotte plants — saving dock delays.

Ten great railway systems serve nearby Detroit and the Wyandotte area.

Trucks roll along main highways which connect Wyandotte with every section of the nation.

Wyandotte's strategic location saves money for many customers. Other advantages include vast company-owned resources, new plant facilities, a knowledgeable Technical Service Department and 60 years of experience. These are some of the things that have made Wyandotte one of the leading chemicals manufacturers of the nation. They assure you the uninterrupted deliveries upon which your own production and markets depend.

Consult with our Sales Department for further interesting angles on how geography and experience can sharply cut your costs on chemicals.

Wyandotte

REG. U. S. PAT. OFF.

February 1950

ORGANIC AND INORGANIC CHEMICALS • WYANDOTTE CHEMICALS CORPORATION • WYANDOTTE, MICHIGAN • Offices in Principal Cities

Wyandotte Chemicals Corporation is one of the world's major producers of soda ash, caustic soda, bicarbonate of soda, chlorine, dry ice and calcium carbonate. Wyandotte produces glycols and related compounds, certain aromatic sulfonic acid derivatives and other organic intermediates. Wyandotte is also the world's largest manufacturer of specialized cleaning compounds for business and industry.

Part of today's family circle – Sunblest

IT'S NOT the Ritz cinema—some of the slides keep coming on upside down; and that second-hand projector is definitely groggy. But Father couldn't hope for a better audience. Brian and Joanna are bewitched! Secretly, Mother's just dying to turn on the lights and start tea; but, like all the nicest mums, if the family are happy she'll go along with them.

Looking after a happy family is a wonderful satisfaction. But keeping them that way isn't always easy. And that's where Sunblest is such a boon: it's one thing no mother needs to think twice about. She can rely on Sunblest completely. Quite simply—*because this bread is so good.* Good to eat, good for health—full of real wheaten, sunfilled goodness. And, of course, always deliciously oven-fresh. With meals or as a snack; smoothly buttered or made into sandwiches—there's no bread to touch Sunblest. That's why more families every day are enjoying Sunblest bread.

Tops for toasting—the Sunblest American Top Grade Loaf.
Sunblest American Top Grade Bread stays super-fresh and is equally delicious plain or as golden-brown toast!

QUALITY BAKERS OF BRITAIN
Sunblest

c1950

Sunblest bread is good bread
FRESH TO THE LAST SLICE

MADE ONLY BY MEMBERS OF THE QUALITY BAKERS OF BRITAIN

After all...it takes a Baker

To every man and woman employed by America's master bakers belongs the heritage of a distinguished craft old as civilization itself.

Today, their specialized skills, perfected through years of learning, are devoted to conserving and fashioning precious ingredients into nourishing foods of rich, wholesome goodness.

Yet ever brighter shines the future of the baker's craft. For the achievements that will perpetuate America's greatness call for endless energy and stamina. And high on the list of the great nutritious foods are the fine products of our nation's bakers.

This is another advertisement that appears in tribute to the 20,000 progressive retail and wholesale bakers and their employees, who contribute so much to the welfare of our nation.

COPYRIGHT 1948 BY SWIFT & COMPANY

Skinny GIRLS ARE NOT GLAMOUR GIRLS

HOW TO ADD *Glamorous Curves* TO YOUR FIGURE

IF you are a normal healthy, underweight person and are ashamed of your skinny, scrawny figure, NUMAL may help you add pounds and pounds of firm, attractive flesh to your figure.

For NUMAL, a doctor-approved formula, contains essential minerals and vitamins that may aid your appetite. Then you eat more and *enjoy what you eat.* But that isn't all. NUMAL contains a food element which is also a great help in putting on weight. So don't let them snicker at your skinny, scrawny figure. A skinny, scarecrow figure is neither fashionable nor glamorous. Remember, the girls with the glamorous curves get the dates.

So start NUMAL today. SEND NO MONEY. Just name and address. When postman delivers NUMAL in plain wrapper, pay him only $2 plus postage and C.O.D. fees, or send $2 with order and save postal charges.

MONEY BACK GUARANTEE

If you aren't pleased after using one bottle of NUMAL, you get your money back. Order now.

U. S. NATURE PRODUCTS CORPORATION
3560 B'way, Dept. 110A, New York 31, N. Y.

LADIES' HOME JOURNAL

See all you get in this brand-new FRIGIDAIRE REFRIGERATOR

See how beautiful this new Frigidaire Refrigerator is in this kitchen. It will be just as stunning in yours!

See how much food it holds. Frigidaire's new design gives up to 50% more food storage space in the same kitchen space. Super-Freezer Chest holds up to 50 lbs. of frozen foods.

See these wonderful features! Full-width, glass-topped Hydrator for fruits, vegetables; sliding Basket-Drawer for eggs and small packages; Quickube Ice Trays; many more.

See how many models! Three different types (shown here is the Frigidaire De Luxe) . . . 9 models in all.

See why Frigidaire Refrigerators serve so long. They're powered by the Meter-Miser, simplest cold-maker ever built!

See your Frigidaire Dealer. Find name in Classified Phone Book; or write Frigidaire, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

More Frigidaire Refrigerators Serve in More American Homes Than Any Other Make.

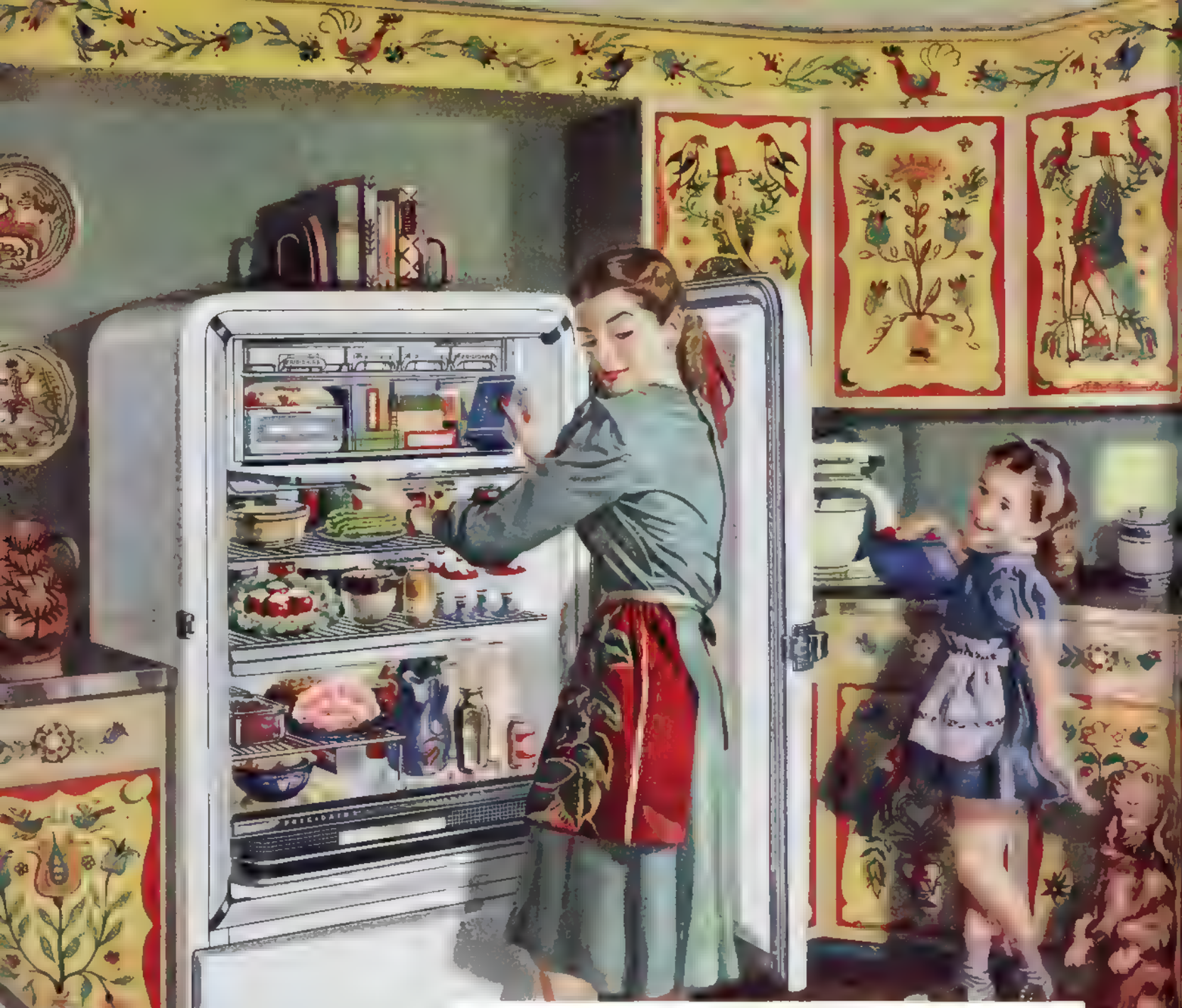
Listen to Frigidaire's new LUM 'N' ABNER show. See newspaper for time, station.

You're twice as sure with two great names

FRIGIDAIRE

MADE ONLY BY

General Motors



BRAND-NEW FRIGIDAIRE DE LUXE
Big Super-Freezer Chest for frozen foods, large, convenient food compartment, full width Hydrator for fruits, vegetables. Unique Basket-Drawer for eggs, small packaged foods. New design, far more food storage space in same kitchen space. Sizes 7, 9, 11 cu. ft.

LADIES' HOME JOURNAL

Here's just one of the great NEW FRIGIDAIRE REFRIGERATORS!

9 models to choose from!

It's only natural that the make of refrigerator which meets the needs of the most people—should be the refrigerator bought by the most people.

You'll see how true this is when you visit your Frigidaire Dealer. For you'll discover—not one, not two, but *three brand-new Frigidaire Refrigerators nine models to choose from.* All powered by the Meter-Miser, simplest cold-making mechanism ever built. It's evidence that Frigidaire recognizes how important it is for every family to have the right kind, as well as the right size, of refrigerator.

So see the new Frigidaire Refrigerators—see the one that's just right for you. "Right for you" because it helps you cook your own way, keep house the way you like, store food the way that's handiest for you!

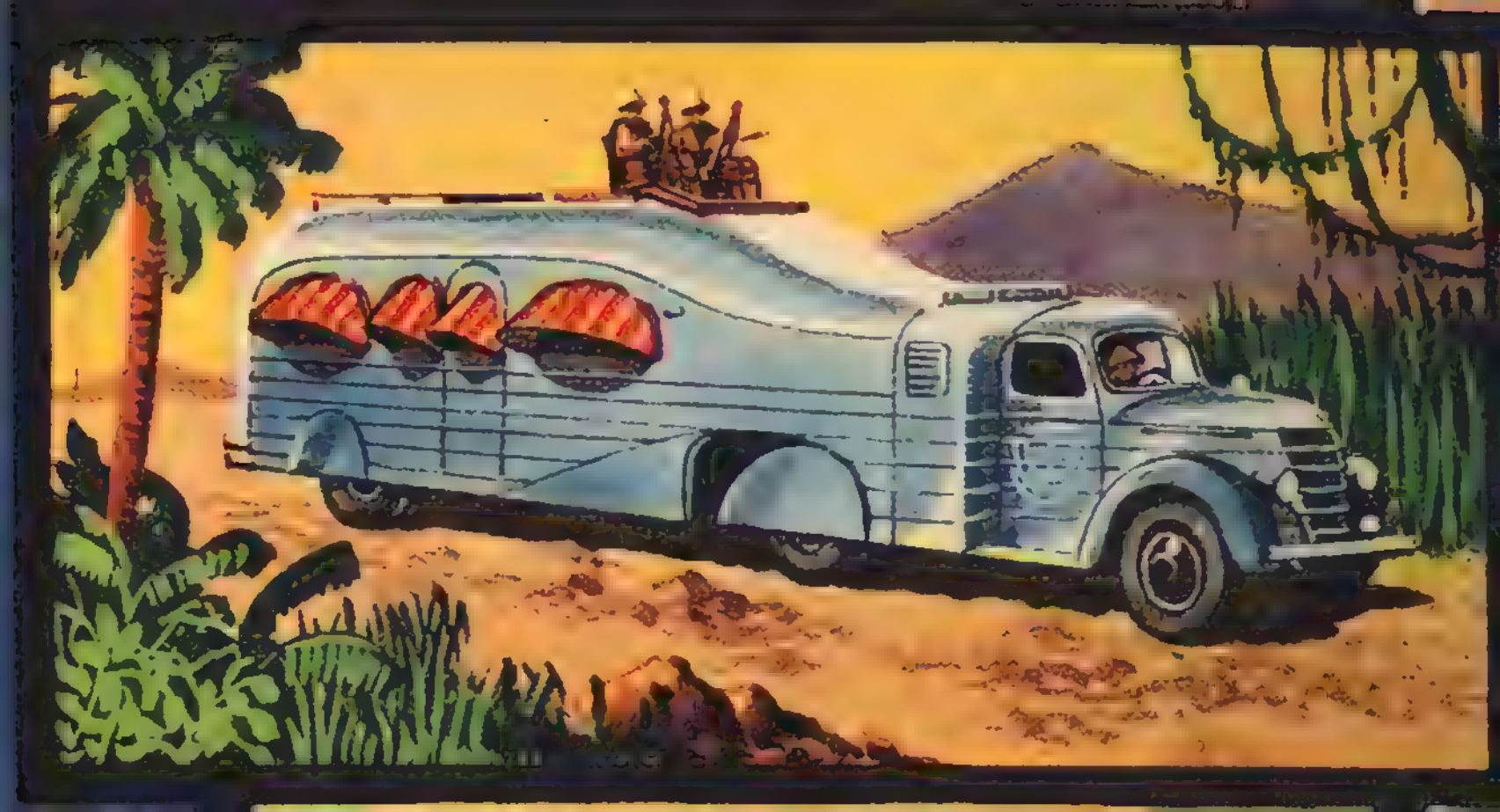
You're twice as sure with two great names

FRIGIDAIRE
MADE ONLY BY
General Motors

Find your Frigidaire Dealer's name in Classified Phone Directory. Or write Frigidaire, Dayton 1, Ohio. Leaside 12, Ont.

... to hear and see "Man Called X." Sunday nights. See newspaper for time and station.

September, 1948



Treasure in the Sky

Today more than ever, you treasure your time. And TWA Boeing Stratoliners can save more of it than any other ships in the sky.

Cruising the calm upper levels, *above all others*, these great 4-engine ships combine new smoothness with unequalled schedules from city to city and coast to coast. And in a cabin as spacious and luxuriously appointed as a fine yacht, you enjoy every mile and every minute. Your travel agent will tell you, "Fly the Route of the Stratoliners."

TRANSCONTINENTAL & WESTERN AIR, INC.

"Our Ships"

MEN WHO FLY lift their eyes in admiration to the superb ships that cruise today's skyways. Pride of the U. S. Army Air Corps are the mighty 4-engine Boeing Flying Fortresses. And now to the nation's airways comes the latest achievement in air transport, the 4-engine Boeing *Stratoliner.*

"Our ships!" This possessive feeling which the flying personnel of both Government and commercial services have for Boeing 4-engine planes is the greatest tribute ever paid to an aircraft manufacturer.

TWA

The TRANSCONTINENTAL Airline

A New World in Travel

IT'S almost like traveling on the wings of a wish...this skimming through the air in the big, fast ships of TWA. You simply step aboard and before you can begin to believe it, *you're there.*

You travel so smoothly, surrounded by such luxury, that you thoroughly enjoy every minute aloft. That's because TWA has been doing things for you!

On Skyclub or Skysleeper, you'll find hospitality that is truly distinctive of TWA. Appetizing meals, restful appointments, a personal radio, alert attention to your every wish...nothing is omitted that could add to your pleasure. And you'll be glad to know, too, that TWA is *the airline run by flyers.* You'll sense this fact throughout the ship . . . and in every member of the crew.

For long distance travelers, TWA now offers *four* transcontinental flights daily. But you don't have to take a *long* trip to know the pleasure of flying TWA. For the shortest, fastest coast-to-coast airline has also stepped up "commuter" schedules from city-to-city. Make use of this service . . . for business, for pleasure. And watch this airline run by flyers *for great new things to come.*

FAST FLIGHT FACTS

NEW YORK TO PITTSBURGH
Shortest time: 2 Hrs. 23 Min. Fare . . . $21.00

PITTSBURGH TO CHICAGO
Shortest time: 2 Hrs. 56 Min. Fare . . $23.95

CHICAGO TO LOS ANGELES
Shortest time: 12 Hrs. 24 Min. Fare . . $105.00

DAYTON TO CHICAGO
Shortest time: 2 Hrs. 3 Min. Fare . . . $14.70

NEW YORK TO MINNEAPOLIS
Shortest time: 7 Hrs. 40 Min. Fare . . . $61.45

The **TRANSCONTINENTAL** *Line*
and Western Air, Inc.

5 *reasons why* ACCOUNTANCY

offers you MORE MONEY . . . and SUCCESS!

Give ME 15 MINUTES A DAY To Prove I Can make YOU a *NEW MAN!*

That's all I want **just 15 minutes a day** to prove I can give you a powerful body of might and muscle with my quick **"Dynamic-Tension"** method. Mail coupon below and I'll send you **absolutely free**, my new book "Everlasting Health and Strength." Reveals secrets that changed me from a 97-pound weakling to winner of title, "World's Most Perfectly-Developed Man." Shows how I can build you a champion body the same easy way!

I've taken thousands of flabby men and given them powerful muscles, increased measurements, amazing strength, vitality, pep. My natural **"Dynamic-Tension"** method develops real men!

Send **NOW** for free copy of my book filled with pictures and body facts. Find out how I can make **you** the husky, big-muscled NEW MAN you **can** be! Mail coupon TODAY.

CHARLES ATLAS, Dept. 15,
115 E. 23 ST., N. Y. 10, N. Y.

CHARLES ATLAS, Dept. 15,
115 East 23rd Street, New York 10, N. Y.

Send me your Free Book which proves how **"Dynamic Tension"** can make me a NEW MAN.

Name..... Age.....

Address.....

City..... State.....

CHARLES ATLAS, *holder of title "World's Most Perfectly-Developed Man."*

Mail Coupon Now For Free Book

WAS THAT A BURGLAR... DOWNSTAIRS?

WHEN THE CLOCK IS TICKING away the night—and you can't get to sleep—your nerves make you jump at every sound.

You find yourself thinking things that would never occur to you in the daylight.

What *makes* you so nervous and uneasy? And why *couldn't* you get to sleep when you first went to bed?

If you've been drinking coffee, and you're one of those made nervous and sleepless by caffein, *that* is probably the trouble.

And does this mean that you must give up coffee? No!

Just start drinking *Sanka* Coffee.

Sanka is *real* coffee, and it's *all* coffee! But it can't possibly upset your nerves *or* your sleep, because 97% of its caffein has been removed.

And Sanka is such fragrant, rich, full-bodied coffee, you'll love it.

So start drinking Sanka tonight. You'll enjoy delicious coffee and delicious sleep.

SANKA COFFEE

97% CAFFEIN-FREE

YOU CAN DRINK IT AND SLEEP!

Drip or Regular

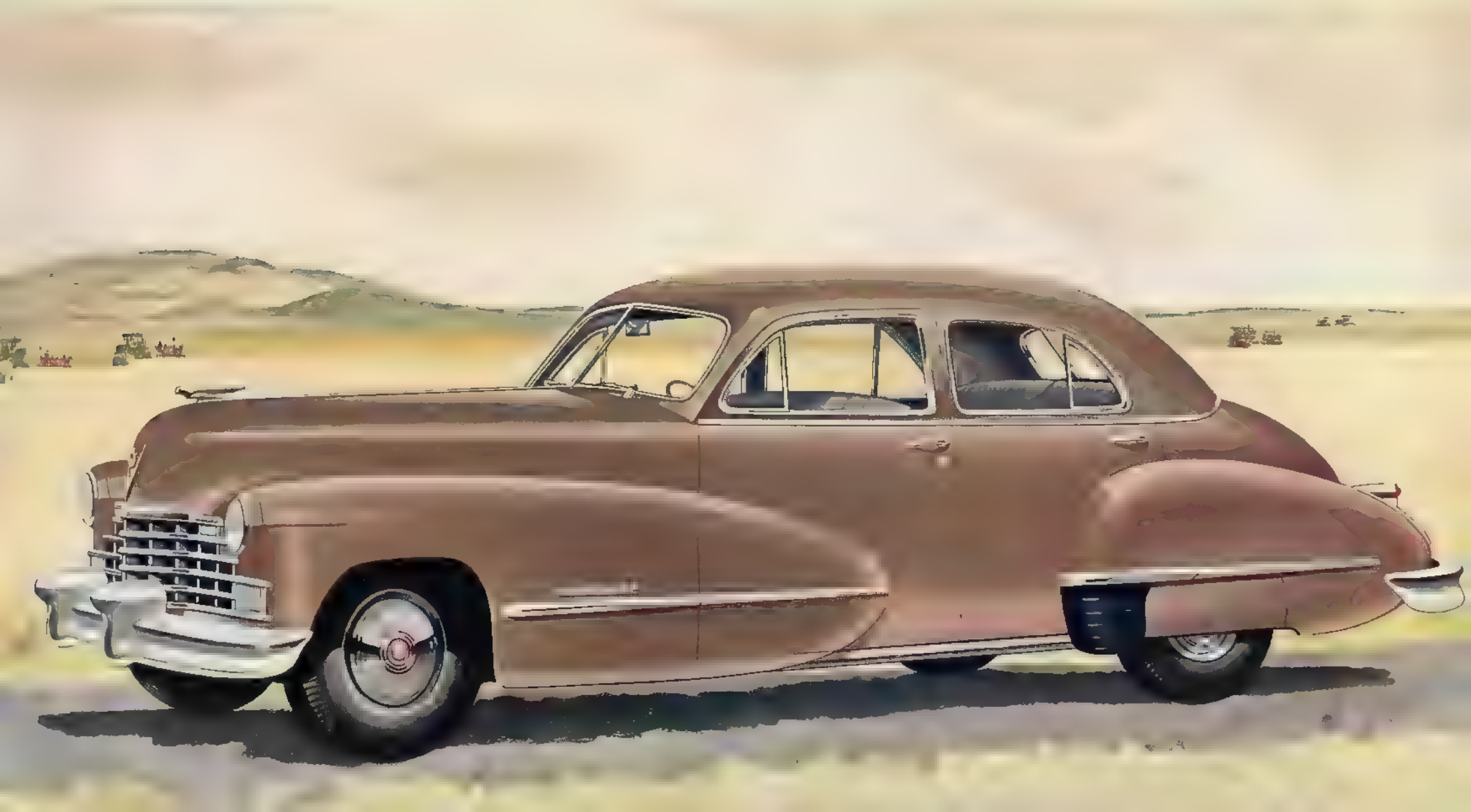
Products of General Foods

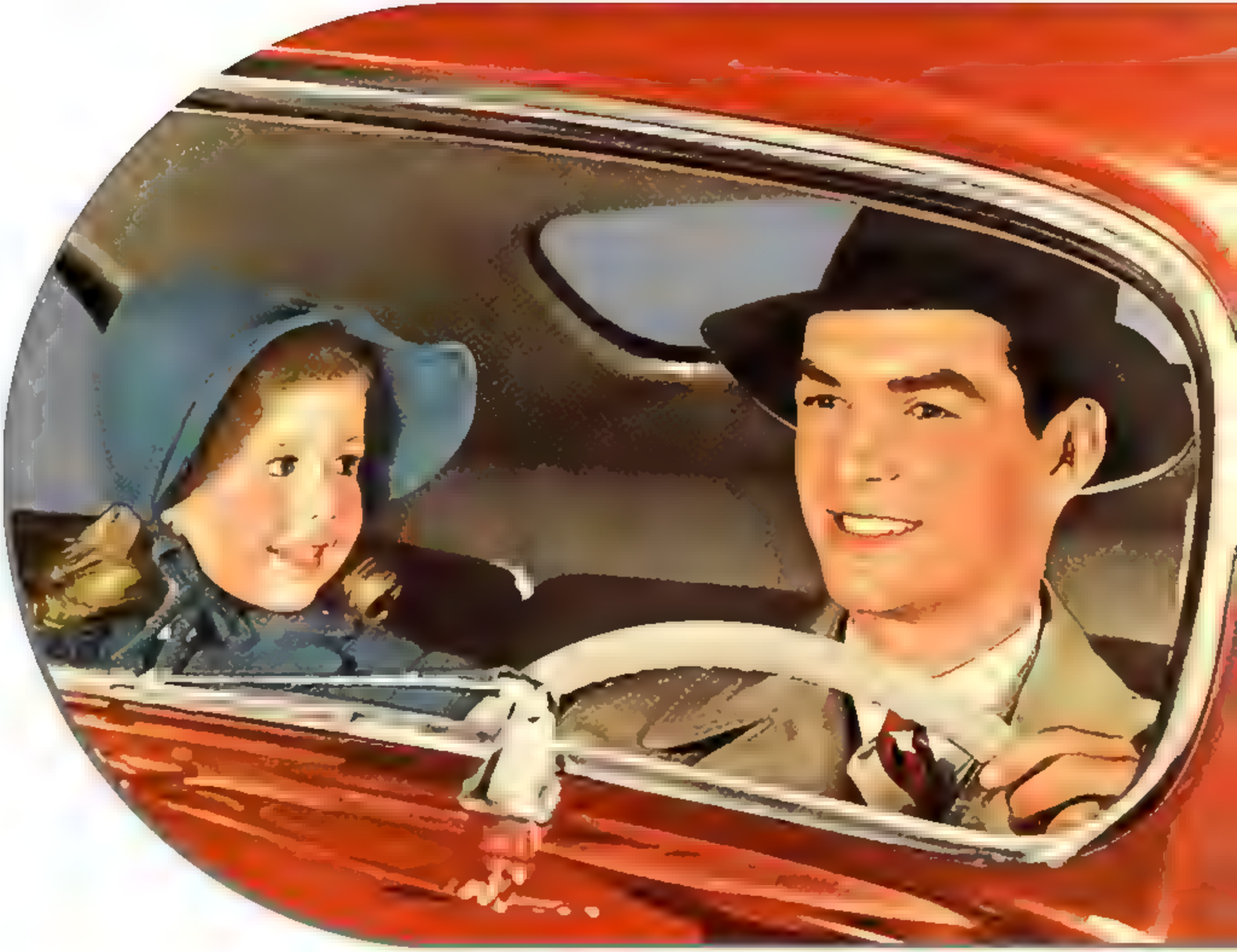
ROWNTREE'S
FRUIT GUMS

"YOU AND THIS BRAN...
MY TWO GREAT LOVES!"
If constipation caused by too little bulk makes you uncomfortable, cranky . . . start eating delicious National Biscuit 100% Bran today!

. . SERIES *Sixty-Two*

FIVE-PASSENGER TOURING SEDAN





Thrill to the Tone and Beauty of this NEW WURLITZER!

ZENITH COBRA TONE ARM

Next time you are out for fun and refreshments, go where you can play this brilliant new Wurlitzer Model 146 now making its triumphal tour of all over America. Never before have you seen or heard a coin-operated phonograph with such amazing improvements: features: Light [illegible] action! Sensational [illegible] swing, ever changing illumination! Majestic [illegible] can be repeated to the sound level most pleasing to your taste.

WATCH IT IN ACTION

Its panoramic Sky Top secret window gives you a ringside seat. See the records change and watch Zenith's Cobra Tone Arm play them. This sensational new tone arm's miracle reveals surface noise, enhances Wurlitzer's famous tone. The music sounds as though the entertainers were right in the room with you.

NEW *Encore* PROGRAM SELECTOR

[illegible] rotates the popular record [illegible] to 1 each to see programs of 8 great tunes each.

WURLITZER PHONOGRAPH MUSIC

Musical Fun for Everyone

The Sign of the Musical Note identifies places where you can have fun playing a Wurlitzer.

IF YOU SERVE FOOD AND REFRESHMENTS TO THE PUBLIC get in touch with your nearest Wurlitzer Music Distributor or use the coupon now. It will tell you how you can provide one of these new Wurlitzers for the entertainment of your customers. ★★★ See Phonograph Section of Classified Telephone Directory for names of Wurlitzer Music Merchants.

THE RUDOLPH WURLITZER COMPANY
Dept. P, North Tonawanda, New York

Please tell me how I can provide a new Model 146 Wurlitzer for the right number of my customers.

Name _____

Address _____

City _____ State _____

Handsome is and handsome does

– that's the GAS *idea!*

The new gas cookers make you a better cook because they are so easy to use—and a prouder housewife because they are so attractive to look at.

BRITISH GAS COUNCIL · 1 GROSVENOR PLACE · LONDON · S W 1

Handsome is and handsome does – that's the GAS *idea!*

The new gas cookers make you a better cook because they are so easy to use —and a prouder housewife because they are so attractive to look at.

BRITISH GAS COUNCIL : 1 GROSVENOR PLACE LONDON SW1

Wee Wisdom

A MAGAZINE FOR BOYS AND GIRLS

JULY 1953
20¢

Kool-Aid

In the ICE BOX by the Pitcher Full

A 5¢ pkg. Makes 2 Quarts Of Refreshing Beverage!

KEEP a refreshing pitcher of Kool-Aid in your ice box. It saves money and ice box space. Saves work . . always chilled, full blended, ready for quick serving Handy for the children. Six delicious flavors. A thrifty standby!

AT GROCERS 5¢

KOOL-AID PERKINS PRODUCTS CO. DETROIT, MICH.

Even rain can't hide that Microsheen shine!

Rain or shine—the man who struts with MICROSHEEN sparkle has real polish. That's because Griffin MICROSHEEN has more of everything. Costlier waxes. Rare conditioning oils. Wonder-working silicones, too, for extra protection in wet weather. And at its modest cost, it's the *little* difference that makes the *big* difference in your grooming. So invest in popularity . . . invest in a can of Griffin MICROSHEEN today!

Black
Brown
Tan
Oxblood

Cordovan
Mahogany
Red
Blue
Neutral

GRIFFIN MICROSHEEN STAIN BOOT POLISH

WORLD OF SCIENCE

by Skil Craft

PYREX

No. CA-10

Chemistry LAB

Safe! Tested! Approved!

NON-TOXIC • NON-POISONING CHEMICALS

COMMENDED BY THE PARENTS MAGAZINE

for HOME
LABORATORY
SCHOOL

"DEVELOP TODAY'S YOUNG SCIENTIST
FOR TOMORROW'S FUTURE"

SKIL-CRAFT CORPORATION • CHICAGO, ILLINOIS

When two at last shove off together!

THERE'S ONLY ONE PYREX WARE!

THAT'S RIGHT, THERE'S ONLY ONE PYREX WARE!

WHAT a wonderful moment when you finally set your course for the destination you've dreamed of so long. Whether you're embarking on a new life, or moving into a new home, or just sailing down to Pecos once again, few things can lift your spirits like a gleaming cupboard full of crystal clear Pyrex ovenware.

It's beautiful to watch green beans or asparagus cooking in a Pyrex Flameware saucepan. You can take a magnifying glass over an open flame and knowing it won't break. And it won't crack—if it's genuine Pyrex Flameware! Because Flameware is a product of Corning Research in Glass. It's specially processed and *pre-tested* to resist the extra heat-shock of an open burner. The handle is detachable. You can cook, serve, and store in the same transparent dish. It's so easy to wash and always looks new. Why not visit the nearest Pyrex Ware Counter for a look at Pyrex Flameware today?

The Pyrex Flameware saucepan above, one in three sizes: 1 qt. at $1.10, 1½ qt. at $1.25, 2 qt. at $1.95 and 7" skillet at 90¢, each with detachable handle.

"PYREX" IS A REGISTERED TRADE-MARK OF CORNING GLASS WORKS, CORNING, N.Y.©

please do not lick this page!

the candy with the hole...5¢

It's a small world...

when you fly a Lockheed Lodestar

WORLDS FASTEST EXECUTIVE AIRLINER

You taste its quality

Drink Coca-Cola Delicious and Refreshing

I'm "Coca-Cola" known, too, as "Coke". Everybody likes to shorten words. Abbreviation is a natural law of language. You hear "Coke" — the friendly abbreviation for the trade-mark "Coca-Cola" — on every hand.

Once you taste ice-cold "Coca-Cola", you recognize its goodness and its quality. It never fails to please . . . and to refresh. Ice-cold "Coca-Cola" brings you something original in the way of a "delicious and refreshing" drink. You'll like "Coca-Cola" . . . it's *the real thing*.

5¢

COPYRIGHT 1942, THE COCA-COLA COMPANY

We've Got Youngsters of Our Own

. . . YOU BET WE DRIVE SAFELY

• There's no secret why we truck drivers are safe and courteous drivers. We're trained to be.

But we also have *right-at-home* reasons why we drive safely.

We have youngsters of our own—and we don't want them injured. As parents and drivers we know that youngsters sometimes forget. We know they sometimes run from behind parked cars into streets.

We know also that motorists don't always stop or slow down coming out of side streets; and that sometimes they round blind curves on the wrong side.

With us *Safety Is No Accident.* It is the reward of everlasting watchfulness.

* * *

Because safety and courtesy are things we strive for, International Harvester has given us this chance to speak our little piece—as a plea for safe driving and courtesy on the highways of the nation.

Motor Truck Division

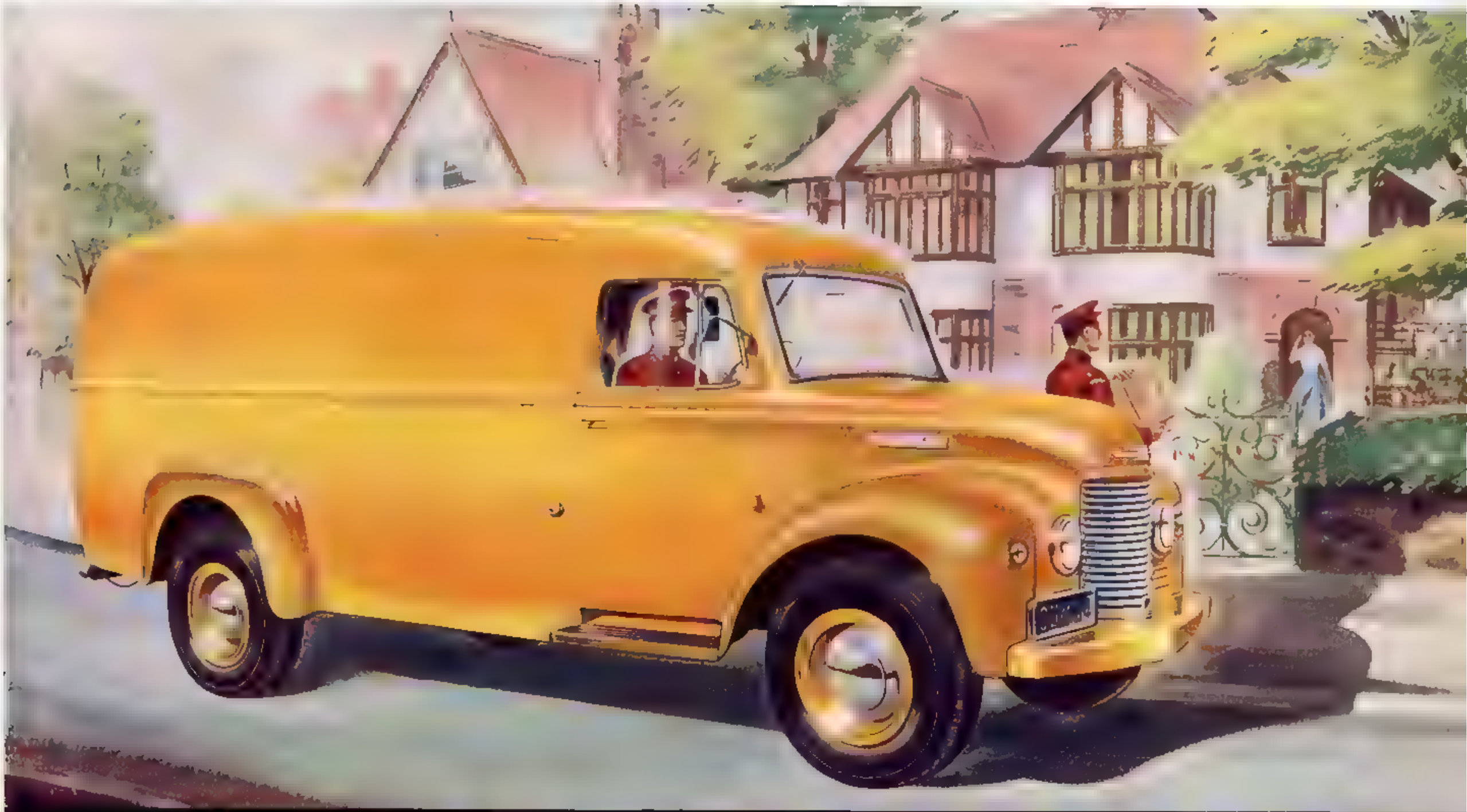
INTERNATIONAL HARVESTER COMPANY · Chicago

Other International Harvester Products
FARMALL TRACTORS AND MACHINES
INDUSTRIAL POWER . . . REFRIGERATION

This advertisement published in support of the Safety and Courtesy Campaign of the American Trucking Associations . . . Annual Convention, Washington, October 8 to 13. Tribute will be paid A.T.A. on International Harvester's radio program—"Harvest of Stars" with James Melton CBS Wednesday Evening, October 6.

COMMER 1¼ TON VAN

A PRODUCT OF THE ROOTES GROUP



COMMER 'SUPERPOISE' 1¼ TON VAN

A PRODUCT OF THE ROOTES GROUP

COMMER 'SUPERPOISE' 2-3 TONNER

A PRODUCT OF THE ROOTES GROUP

MRS. HUMPHREY BOGART SAYS:

(Lauren Bacall)

"I love to see a man smoke a Cigarillo"

Lauren Bacall, speaking for style-wise women everywhere, endorses The New Idea in Smoking from the feminine point of view... As for men, they go in a big way for delicious smoking pleasure in a shape, trim and handy as a cigarette... The *perfect mild* smoke.

Humphrey Bogart and his wife, Lauren Bacall, co-stars of Santana Pictures, are both ardent, expert sailors.

Convenient as a cigarette... Fits neatly between the smoker's lips, or into a holder.

Robt. Burns *Cigarillos* 5¢ EACH

"IN A CLASS BY ITSELF"

"Here's how I Remember! Why don't YOU?"

Bing Crosby

Whitman's Sampler
Chocolates & Confections

BING CROSBY
starring in
"HERE COMES THE GROOM"
a Paramount Production

Ranged around Bing, on the fence, are (left to right) Gary; Phil, one of the twins; Linny, the youngest; and the other twin, Denny. "One thing they're never 'on the fence' about is the Sampler," says Bing. "They can make one disappear faster than you can say 'Whitman's'!" Like so many people, Bing also chooses the Sampler to bring bedside cheer to friends convalescing in hospital and at home.

"A Sampler puts you in solid!"

"In a family like us Crosbys, a list of just nieces and nephews looks like a small-town phone book. We practically need a department of vital statistics to keep up with the birthdays, anniversaries, graduations, engagements, weddings, and other important events a happy family accumulates. So I've found, and I've passed the good word on to the four boys, that you can get plenty of help on that jolly job of 'remembering'—with a Whitman's Sampler. And a Whitman's Sampler with a suitable sentiment certainly puts you in solid on those happy occasions all our womenfolk hold precious.

"Gary's old enough to have learned that a Whitman's Sampler at the right time can help you make time with the right girl. As for Linny, the Twins and me, we like to have that everlovin' Whitman's Sampler around the house for personal reasons. We just think it's good taste!"

SWEETEST DAY—OCTOBER 20

In addition to the famous Sampler, there is a wide choice of Whitman's packages in a wide price range.

Give

Whitman's
CHOCOLATES

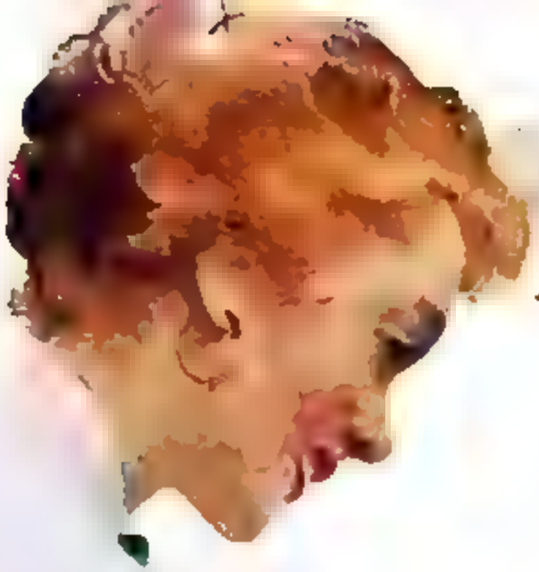
A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

"I was curious...

I tasted it...

Now I know why Schlitz is...

The Beer that made Milwaukee Famous!"



Beer has its own wonderful way of saying...

"Time for a Breather"

No better way to ease up than over a cold glass of beer—a good reward for a job well done. Not that you have to do anything wonderful to deserve a glass of beer or ale. Beer goes so well with good living that most housewives keep it on hand—and on ice—as a matter of course.

Give beer its head pour with the glass straight, not tilted —tastes even better that way!

Beer Belongs—*Enjoy it!*

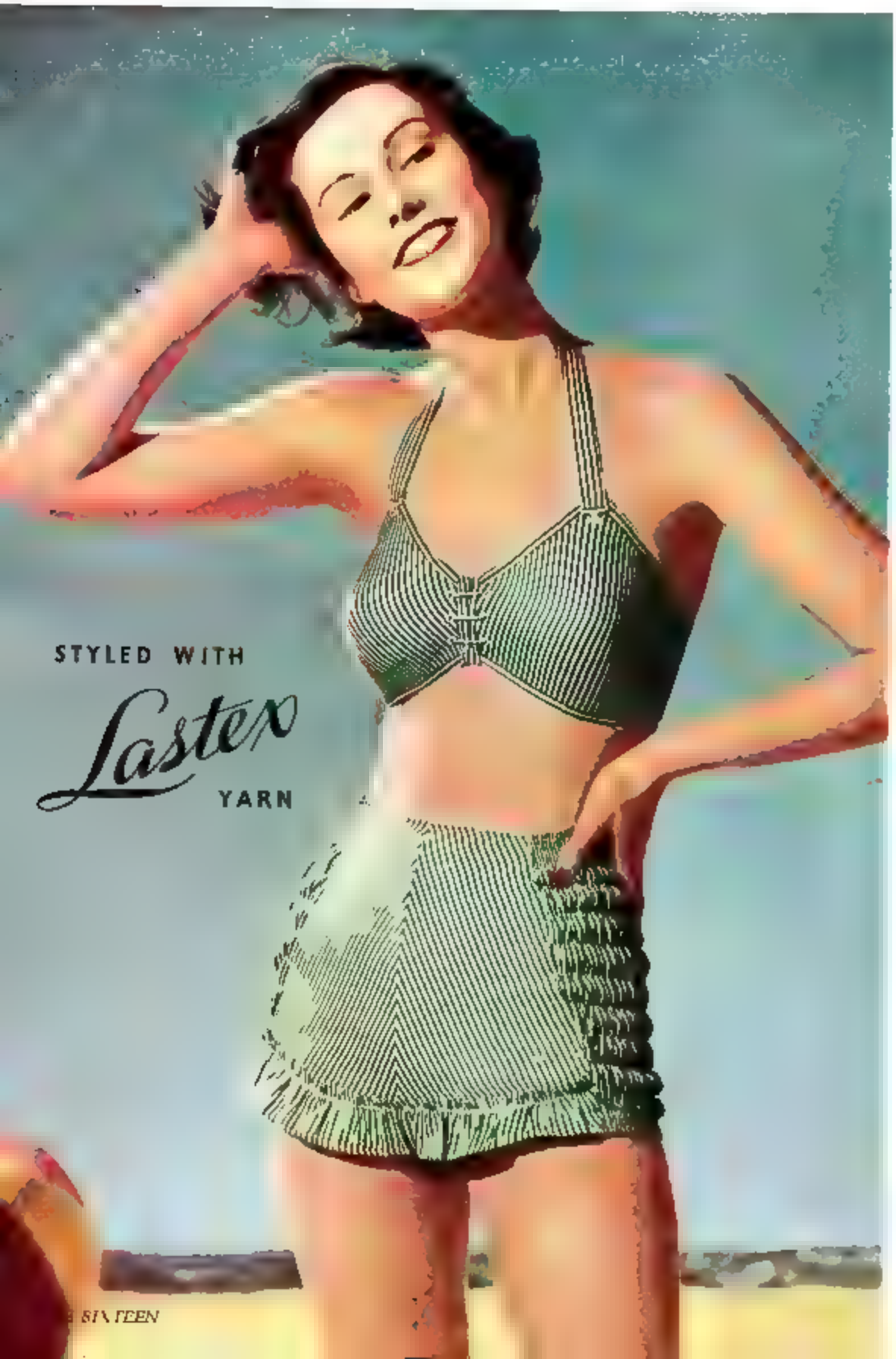
AMERICA'S BEVERAGE OF MODERATION

I'm dreaming of a Flexnit figure...
Wake up, your dream of wonderful new figure flattery has come true. For Flexnit molds your body magically like a second skin. No restraint . . . you're free as a bird. Yes, Flexnit proves that youth is not an age, but a figure. Ask for Flexnit youth girdles at leading stores.
FLEXNIT, 200 Madison Ave., New York 16
FLEXNIT
for a youthful figure

Slix

REG^D

The "Slix" specialty. A two-piece suit with sculptured bra' of semi-stiff, laminated fabric which retains its shape wet or dry. Has elastic lacing at front for perfect adjustment, detachable straps, and s. to fitting trunks with side ruching of "Lastex" yarn, and zipped back



A saucy two-piece suit in gay spotted Cotton with all-round frill giving skirted effect and good uplift bra'. Ruched with "Lastex" yarn for all size fitting.

One-piece suit in screen printed Cotton Nylon, etc. incorporating "Lastex" yarn with cutaway sides to give slim fit for all figures.

One-piece suit in Satin woven with "Lastex" yarn, cut on tailored lines and featuring pleated bra. In plain colours including Black

NORMA SHEARER TYRONE POWER

Marie Antoinette

WITH

JOHN BARRYMORE

ROBERT MORLEY

ANITA LOUISE

JOSEPH SCHILDKRAUT

GLADYS GEORGE HENRY STEPHENSON

Screen Play by Claudine West...
Donald Ogden Stewart and Ernest Vajda
Directed by

W. S. VAN DYKE II

Produced by Hunt Stromberg...

COUNTRY OF ORIGIN U.S.A.

WILLIAM POWELL and MYRNA LOY

and me too. We're all together again in a NEW mystery comedy!

Song of the THIN MAN

KEENAN WYNN · DEAN STOCKWELL · PHILIP REED

GLORIA GRAHAME · PATRICIA MORISON · DIRECTED BY EDWARD BUZZELL

PRODUCED BY NAT PERRIN · SCREENPLAY BY STEVE FISHER and NAT PERRIN · ADDITIONAL DIALOGUE BY JAMES O'HANLON and HARRY CRANE · STORY by STANLEY ROBERTS

BASED ON THE CHARACTERS CREATED BY DASHIELL HAMMETT

Yes! New, smart styling has been added to

AUSTRALIA'S LOWEST-PRICED 10 H.P. SEDAN

All eyes turn to Prefect, with its smart *new* styling — and with all the famous value features that have made it one of the world's most popular 10 h.p. cars. Full comfort for four big people. Real economy on fuel and tyres. First class reliability. Ford nation-wide service facilities . . . it's hard to realise Prefect actually *costs less* than any other 10 h.p. sedan in Australia.

Prefect

Metropolitan Distributors: HASTINGS DEERING SERVICE LTD., William St., SYDNEY • MELFORD MOTORS PTY. LTD., 623 Elizabeth St., MELBOURNE • DALGETY & CO., 102-114 Waymouth St., ADELAIDE
METROPOLITAN MOTORS PTY. LTD., 302 Adelaide St., BRISBANE • LYNAS MOTORS PTY. LTD., 960-966 Hay St., PERTH • CITY MOTORS (1933) PTY. LTD., 22-24 Argyle St., HOBART

FP930.CP. AND A NATION-WIDE CHAIN OF FORD DEALERS FOR SALES AND SERVICE

FORD MOTOR COMPANY OF AUSTRALIA PTY. LTD. (INCORPORATED IN VICTORIA) REGISTERED OFFICE: GEELONG, VICTORIA

My word! My BOND!

Mark C MODEL
(as illustrated)

THE OWNER OF A CAR is the best judge of its performance. A satisfied customer says: "I am really delighted with the BOND MINICAR which I purchased from you. It has all and more of the qualities I expected. Low upkeep and running costs. So easy to manoeuvre and very comfortable. Indeed, my word for value and economy is my **BOND.**"

MOST BEAUTIFUL BIKE IN THE WORLD!

Schwinn PHANTOM

MADE IN AMERICA . . . SO YOU KNOW IT'S THE BEST

MORE FUN with these features

- SPARKLING CHROME FENDERS
- STREAMLINED CHAINGUARD
- STURDY LUGGAGE CARRIER
- STREAMLINED FENDERLITE
- GENUINE LEATHER SADDLE
- SCHWINN TUBULAR RIMS
- CHROME TRIMMED TANK
- SCHWINN SPRING FORK
- BEAUTIFUL COLORS
- DUR-A-ROLL BEARINGS
- CANTILEVER FRAME

EASY BUDGET TERMS
at most Schwinn Dealers

TAKE A TEST RIDE!

Your nearby Schwinn Dealer will be glad to let you test-ride this amazing new Schwinn Phantom and tell you about many other exciting Schwinn bikes—over 65 Schwinn models in all sizes and colors for boys and girls. Schwinn Prices start at $39.95

Your Schwinn Dealer is listed in your classified directory

Arnold, Schwinn & Company
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Please send me at once:
FREE! The Full Color Schwinn Bike Folder.

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City_____ Zone_____

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FREE! A PRESENT FOR YOU!

See your favorite movie and television stars riding Schwinn bicycles in this exciting full-color folder. GET IT FREE! from your Schwinn dealer, or send in the coupon.

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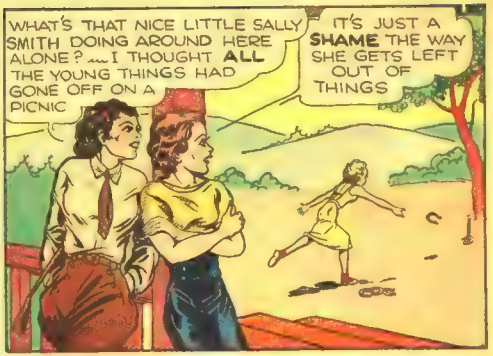
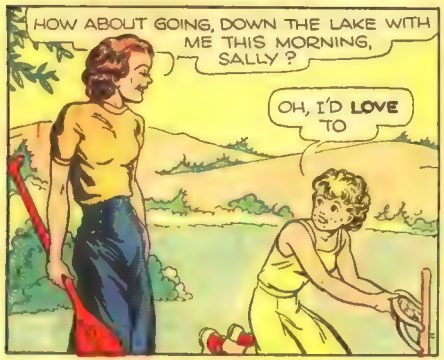
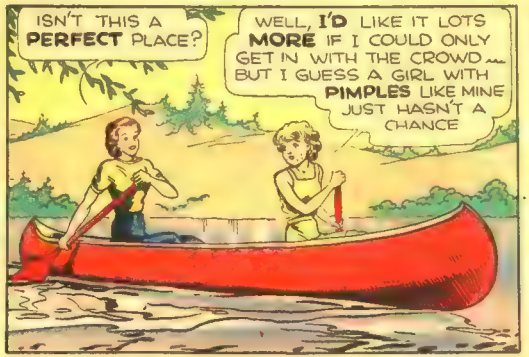
Chicago 39, Ill.

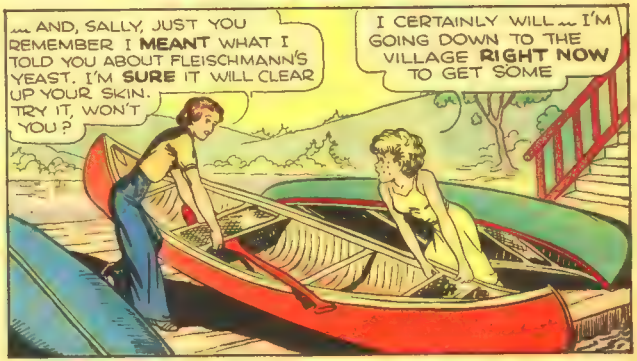
[ADVERTISEMENT]

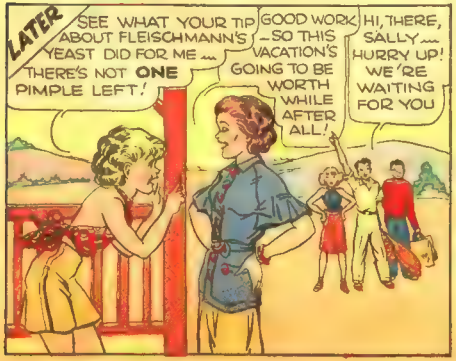
SALLY'S BAD SKIN NEARLY QUEERED HER WHOLE SUMMER

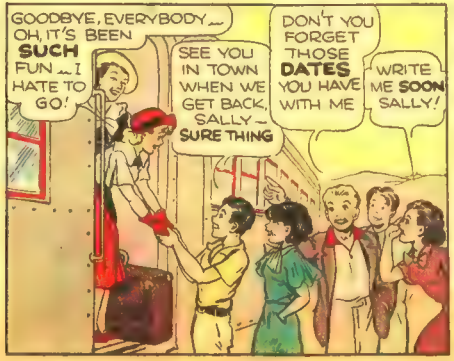












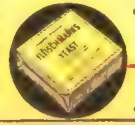
DON'T LET ADOLESCENT PIMPLES KEEP YOU FROM MAKING FRIENDS

GOOD TIMES can be sadly hampered by a pimply skin. Yet many young people have to fight this trouble after the start of adolescence—from about 13 to 25, or longer.

During this period, important glands develop and final growth takes place. The entire system is disturbed. The skin, in particular, gets extremely sensitive. Waste poisons in the blood irritate this sensitive skin and unsightly pimples break out.

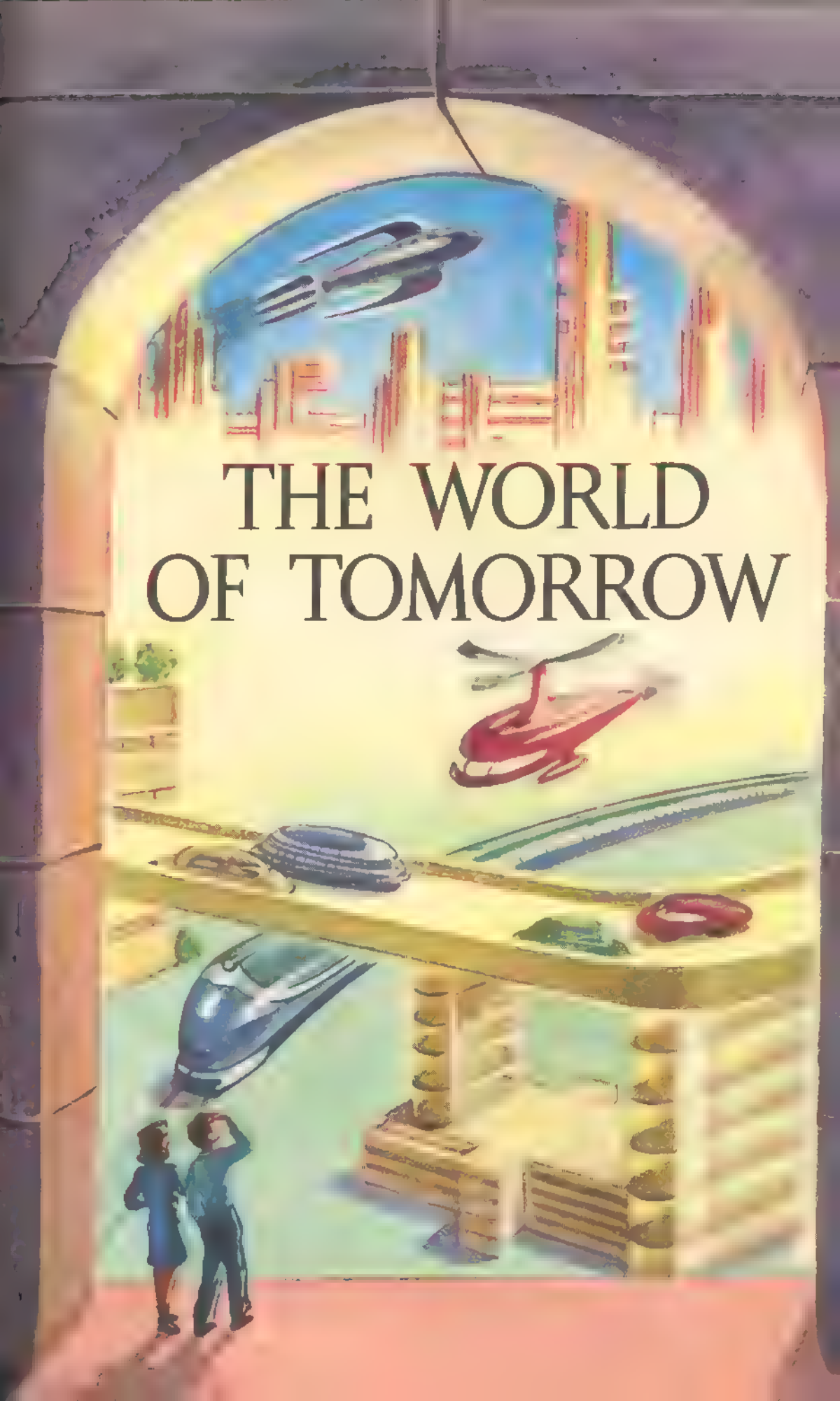
But adolescent pimples can be corrected. Fleischmann's Yeast clears these skin irritants out of the blood. Then, with the cause removed, the pimples go!

Eat 3 cakes of Fleischmann's fresh Yeast *daily*—one cake about ½ hour before each meal. Eat it plain, or dissolved in a little water until your skin is entirely clear. Start today!



clears the skin
by clearing skin irritants out of the blood

Copyright, 1936, Standard Brands Incorporated


THE WORLD
OF TOMORROW

QUALITY

YOUR GROWING RESPONSIBILITIES

A

DISTRIBUCION PROCINES S.A.

Mrs. Robert Cummings says:

(MARY ELLIOTT)

"I love to see a man smoke a Cigarillo"

In the words of Mrs. Robert Cummings, the ladies everywhere endorse the smart shapeliness of The New Idea in Smoking . . . Men love its delicious taste. Real smoking pleasure, handy as a cigarette. . Fits neatly a man's lips or into a holder. The *perfect mild* smoke.

• *Mr. and Mrs. Robert Cummings at their Hollywood Home*

Robt. Burns

Cigarillos 5¢ EACH

POPULAR SCIENCE

MONTHLY

MECHANICS - AUTOS - HOMEBUILDING ★

New Way To Set Ceramic Tile PAGE 102

The ABC's of Color Television PAGE 83

He Rides a Kite

PAGE 98

One course they didn't teach her

EVEN though it was Graduation Day Dora felt a little pang of loneliness. What was the diploma compared to those precious sparkling rings that Babs and Beth were wearing? Dora was killing her chances of ever wearing one, too, unless she changed her ways. There was one course* that college didn't teach her.

What do other charms amount to if you have halitosis (bad breath)*? Whether occasional or chronic, it can finish you with a man that quick. Smart girls, popular girls, realize this and are *extra careful* not to offend.

For them it is Listerine Antiseptic night and morning, and especially before any date when they want to be at their best.

Listerine Antiseptic is no momentary makeshift. It instantly freshens and sweetens the breath and helps keep it that way. Not for seconds . . . not for minutes . . . but for hours, usually. Never, never, omit this delightful *extra-careful* precaution against offending.

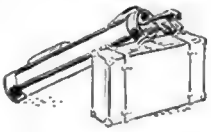
While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic quickly halts such fermentation, then overcomes the odors fermentation causes.

LAMBERT PHARMACAL COMPANY, *St. Louis, Mo.*

. . . the extra-careful precaution against bad breath

LISTERINE ANTISEPTIC

Vacationing? It's mighty comforting to have a good antiseptic handy in case of minor cuts, scratches and abrasions requiring germicidal first-aid.



Chicken
WURLITZER

Musical Fun for Everyone

Go where you will. Look and listen as you go. Everywhere people are having fun to Wurlitzer Music.

The Sign of the Musical Note identifies places where you can have fun playing a Wurlitzer.

The New Style

in Postwar Driving !

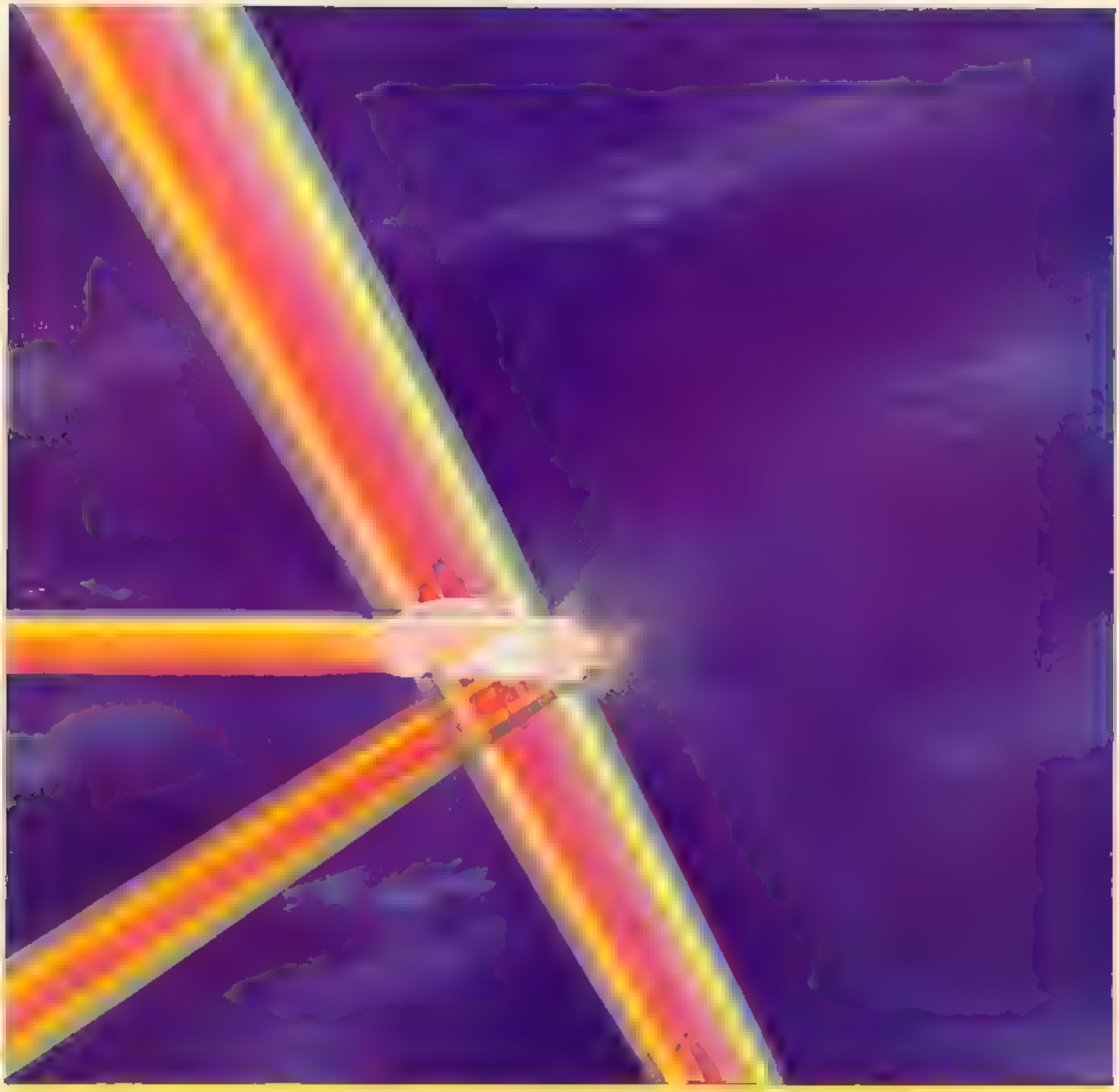
HYDRA-MATIC DRIVE

THERE'S NO CLUTCH PEDAL IN THE CAR!

No clutch to use! Speed gear shifting is completely automatic!

Oldsmobile

A GENERAL MOTORS VALUE



You will soon hear the remarkable story of a new kind of car which is now in production at Nash Motors plants.

A car advanced so far beyond today's standard that we have not talked about it in mass media before now.

A car whose economics of operation can leave overshadows anything yet achieved for a car of its size and performance.

Savings up to $100 a year can be had by the average family.

This new-type automobile represents two years of intensive development and an investment of many millions of dollars by the Nash Company.

It is available in three series, starting in America's *lowest-priced* field.

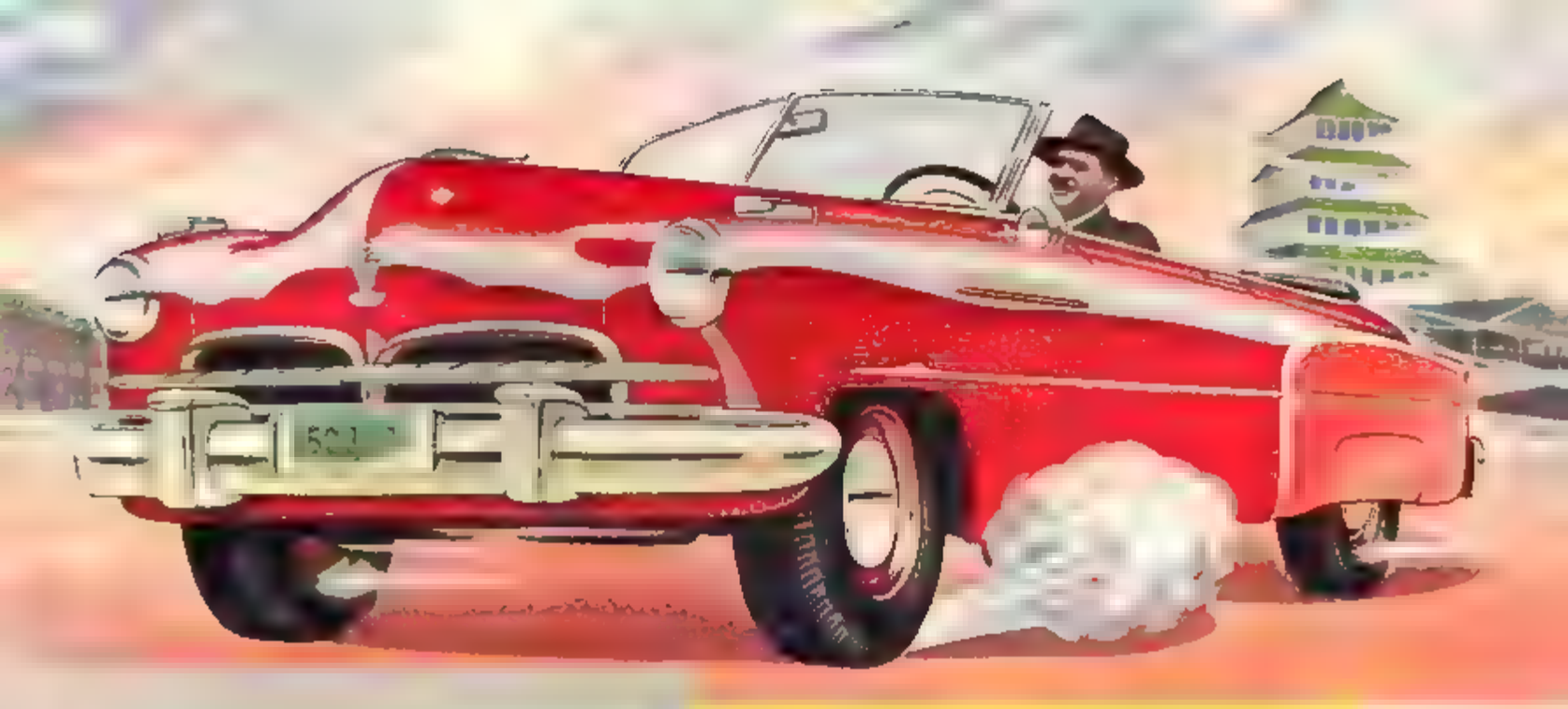
Get ready for a new idea of what a car can do and how little it can cost.

The Nash Ambassadors are coming!

Nash Motors Div. of Nash-Kelvinator Corp., Detroit, Mich.

Informal inquiries are invited. Please write for the address above.

A NEW KIND OF CAR . . . TO SAVE YOU MONEY EVERY MILE



SAFETY PROVED ON THE SPEEDWAY

by *Wilbur Shaw*

For Your Protection on the Highway

The new Firestone Supreme has been thoroughly tested under all service conditions on the highway. In Speedway tests, tire was first purposely damaged so it would blow out when [illegible] 24 pounds.

With Wilbur Shaw, three-time winner of the Indianapolis Race and president of the Speedway, at the wheel, tire was blown to shreds at 90 mph yet there was no swerve, no [illegible] the steering wheel.

After [illegible] over a mile at high speed on the rim of one tire, Shaw brought the car to a normal stop and there were still 18 pounds of air in the tire—proof that Firestone Supreme is the safest tire ever built.

In another amazing safety test Shaw drove the new Firestone Supreme over a board full of 4-inch spikes, yet there was no loss of air, because the Firestone Supreme seals punctures instantly.

Another Proof that Your Safety is Our Business at Firestone

[illegible]

Enjoy the Voice of Firestone on radio or television every Monday evening over NBC

DRINK

Squirt

TRADE MARK REG. U.S. PAT. OFF.

IT'S "IN THE PUBLIC EYE"*

Rich, golden, tree-ripened grapefruit from the sun-bathed groves of the southland, give Squirt its deliciously different flavor! You'll enjoy Squirt—for only Squirt's fresh, delectable tang gives complete thirst satisfaction. With each tingling sip, your thirst fades—and when you smack your lips and taste the fresh, fruity flavor Squirt leaves in your mouth, you realize there's no other thirst-quencher quite as good. Many prefer Squirt's refreshing goodness right out of the bottle. Others like drinking Squirt from a chilled glass to get the added pleasure of its rich grapefruit aroma. Either way, you'll like Squirt—so, get some today!

5¢

THE BIGGEST SELLING GRAPEFRUIT DRINK IN THE WORLD

*A Trade Mark of the Squirt Company

Copyright 1945, The Squirt Company, Beverly Hills, California

HOLIDAY
RESIDENCE
GET HEALTH AND JOY
THE NUDIST WAY
ILLUSTRATED BROCHURE
POST 3/6 FREE
AT SPIELPLATZ
PRIVATE RECREATION GROUNDS
ST ALBANS
PHONE GARSTON 2126

Aesbitt

"You're right

Red Majesty

is the New Queen of the Reds!"

—says MRS. CORNEL WILDE...

radiant wife of the screen star.

"BECAUSE," enthuses lovely Mrs. Wilde, "there is something really wonderful about Red Majesty! It gives you confidence that your lips are looking their best. So I think you were perfectly right when you named it the queen of your glamourous family of Tangee lipstick shades."

CONSTANCE LUFT HUHN
Head of the House of Tangee and creator of Tangee Red Majesty Lipstick and Petal-Finish Cake Make-Up.

Five Famous Glamourous Shades by TANGEE

GAY-RED

RED-RED

MEDIUM-RED

THEATRICAL RED

NATURAL

Red Majesty NEW HIT SHADE BY **Tangee**

GRAPE-NUTS FLAKES

They're Whole-Wheat and Good to Eat!

Energy! This nourishing whole-wheat cereal is packed with vitamins and minerals active youngsters and grownups need. No wonder it's Hoppy's favorite whole-wheat cereal.

And Sugaroasted Flavor! Yes, *Sugaroasting* is what makes Grape-Nuts Flakes the better-tasting whole-wheat cereal! You'll love that different flavor.

Guaranteed fresh, too! The new Trip-L-Wrap "Keep Fresh" Package keeps moisture out, freshness in!

GRAPE-NUTS FLAKES

—One of the famous POST CEREALS—Try 'em all in POST-TENS!

The Green Giant's a mighty popular man

More people today like the Green Giant's peas and corn better than any others because he puts more time and work into growing them that way.

Special ways of making rich earth richer...watchful care each growing day...split-second timing to "pick and pack at the fleeting moment of perfect flavor"—But *tasting* 'em is better than *talking* about 'em any old day. How about you?

LOOK FOR THE JOLLY GREEN GIANT ON THE LABEL

Green Giant Company, headquarters, Le Sueur, Minnesota. Fine Foods of Canada, Ltd., Toronto, Ontario

"Green Giant," "Jolly Mate," "Niblets" and "Mexicorn" are trade-marks Reg. U. S. Pat. Off. GI-Co. © 1956-Co.

WOW! It's Good!
CURTISS
MIRACLE AID
6 DELICIOUS FLAVORS
CURTISS
MIRACLE AID
COOLING REFRESHING
CURTISS
MIRACLE AID
COOLING REFRESHING
5¢
ONE
5¢ PACKAGE
makes
10 BIG GLASSES
CURTISS CANDY COMPANY
Otto Schnering, Founder

CLARK'S

the Nation's New **CHEWING DELIGHT**

Clark's *Tendermint* Gum

You'll be delighted with the definitely different flavor—the true flavor of crisp fresh mint leaves—deliciously pleasing, long lasting. "It's different—naturally."

Clark's *Teaberry* Gum

Here is "A different flavor—mountain-fresh"—real Teaberry leaves right from the mountain side, give a truly delightful taste to this pure wholesome gum.

ask for—reach for **CLARK'S**

Chewing Gum

PRODUCTS OF CLARK BROS. CHEWING GUM COMPANY OF PITTSBURGH, PENNA.

© 1943 C.B.C.G.CO

WHAT A PURR-R-FECT NAME FOR SUCH A BEE-YOU-TIFUL CHEE-ILD !
PRO-PHY-LAC-TIC PROLON
For years only hog bristle made fine tooth brushes. Then Science made round-end PROLON
PROLON "ROUND-END"
ORDINARY BRISTLE
Actual Photomicrographs
PROLON
Bonded Pro-phy-lac-tic
with PROLON BRISTLES
A PRODUCT OF DUPONT CHEMISTRY

IT'S PABST BLUE RIBBON, 33 TO 1... 33 FINE BREWS BLENDED TO MAKE ONE GREAT BEER.
HMMM! SO THAT'S WHY BLUE RIBBON ALWAYS HAS THAT SAME, SMOOTH FLAVOR.

Nothing as comfortable

...even nothing at all!

skippies

by FORMFIT

the new day girdle for a new day

It's true! With Skippies you feel as *free* as you do going girdle-less—and even more comfortable. For Skippies give you the kind of support that means true comfort. No bones, no bulk—not the faintest suggestion of squeeze—yet you look slimmer and trimmer than ever! It's all thanks to Formfit's way with new designs in new elastics that you discover figure beauty on your own freedom-loving terms. Go dancing, skiing, bowling—anywhere your active young way of living takes you—*looking* and *feeling* wonderful. Learn why young moderns of all ages have made Skippies their very own.

At your favorite store.

Skippies Girdles and Panties from $2.95

Foundations from $5.95

Made by the manufacturers of the famous Life Bra

skippies BY Formfit

THE FORMFIT COMPANY, CHICAGO, NEW YORK

Marlboro
America's Luxury Cigarette
Her morning bath...her MARLBORO Cigarette...two luxuries she can still conscientiously enjoy. MARLBORO*...so much more pleasure...smartness...distinction...for mere *pennies* more!
IVORY TIPPED
MARLBORO
CIGARETTES
PHILIP MORRIS

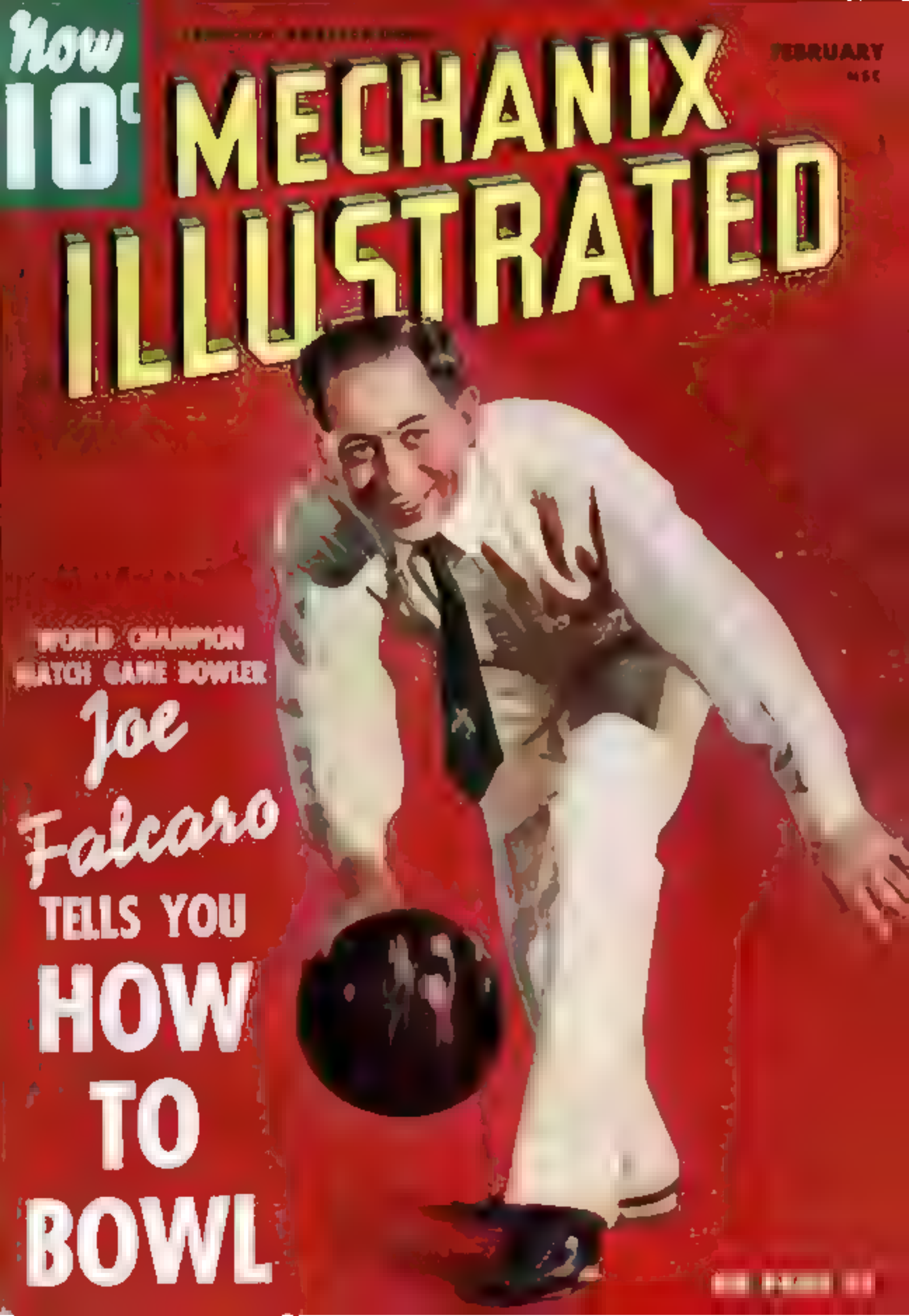
Packed with Pleasure
Chesterfield
Yes, Chesterfields are packed with pleasure...for your smoking enjoyment. Their RIGHT COMBINATION... WORLD'S BEST TOBACCOS gives you the three things that mean all the benefits of smoking pleasure...
REAL MILDNESS... COOLER SMOKING
BETTER TASTE
CHESTERFIELD
RIGHT COMBINATION · WORLD'S BEST TOBACCOS

Copyright 1946, Liggett & Myers Tobacco Co.

Now 10¢

MECHANIX ILLUSTRATED

FEBRUARY



WORLD CHAMPION MATCH GAME BOWLER

Joe Falcaro TELLS YOU HOW TO BOWL

Wee Wisdom

A MAGAZINE FO[illegible] AND GIRLS

MARCH
1953
20¢

Taste-tempting dishes come from Wear-Ever Covered Sauce Pots! Easy-to-clean Steam-Seal cover, cool Bakelite knob. Cup-marked for easy measuring.

Made of the metal that cooks best . . . easy to clean

WEAR·EVER *Aluminum* UTENSILS

THE ALUMINUM COOKING UTENSIL CO.,
NEW KENSINGTON, PA.

Wear-Ever Pressure Cooker! Reaches temperature fast, then cooks cabbage, say, in 2 minutes! Vegetables stay garden-fresh, meats richly juicy. Patented Snap-Tite Cover can't come off while pressure is on.

Wear-Ever 3-Way Combination gives you three utensils in one—a covered sauce pan, a double boiler and a baking dish or casserole! Smart new modern styling!

©1947 T.A.C.U.CO.

"That's dating sense Pal —girls all like Dentyne"

Dentyne's flavor-refreshment is sure of a welcome in any crowd—*it's keen chewing gum!*

And Dentyne not only has delightfully different, long-lasting flavor, but its pleasantly chewy texture helps keep teeth sparkling.

Enjoy Dentyne often and pass around the pleasure. For variety, try the other delicious Adams quality gums, too. Always—

buy gum by Adams

Treat your guests royally

THE FINAL DELICIOUS TOUCH

Arrow Creme de Menthe

No exalted potentate lives more graciously than your guests will . . . when you serve them Arrow . . . America's most delicious Creme de Menthe. In a frappe, highball or on the rocks . . . it adds a festive note to dining.

ARROW LIQUEURS CORP., DETROIT 7, MICH.

60 PROOF

Just couldn't wait

When a man's Christmas present is a case of Schlitz, who can blame him if he opens it a little ahead of time?

This great beer has a matchless flavor all its own. We think you'll like Schlitz best, too. And if you're looking for a present for someone hard to please, remember, Schlitz tastes so good to so many people it's

The Largest-Selling Beer in America

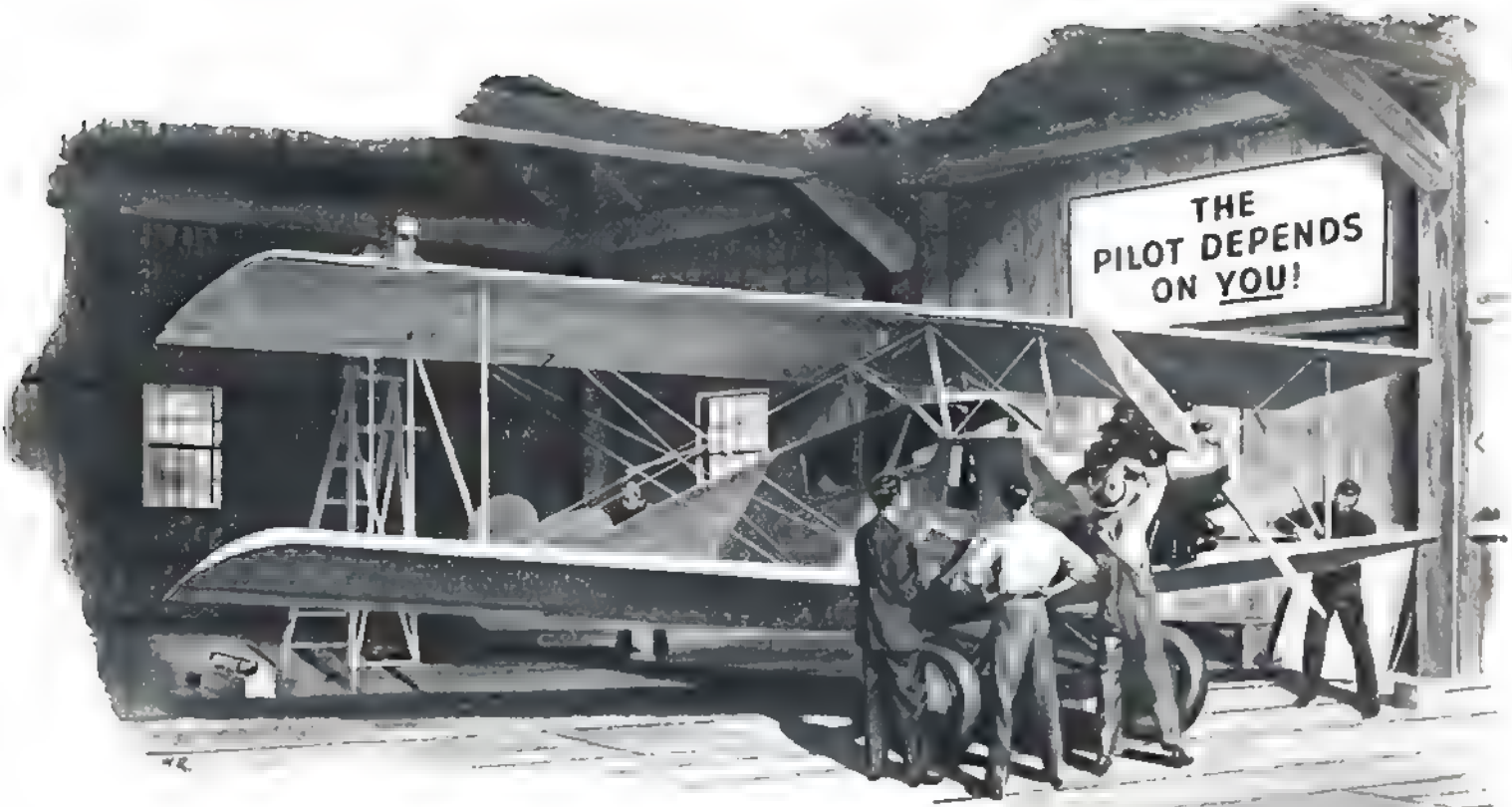
Raoul's laughter-remedy drama, *[illegible]* Mr. [illegible], [illegible] Mr. and Mrs. [illegible] Television's newest hit *Pulitzer [illegible]* [illegible] *Radio nights*, featuring stars of stage and screen.

You'll like yeast this new way

MISS HOUSTON: You're certainly lively and good-humored today, Mrs. Hughes. Been eating yeast again?
MRS. HUGHES: No...drinking Fleischmann's Yeast in tomato juice! Best drink I ever tasted!

MISS HOUSTON: Now, isn't that strange! I was thinking just the other day how much better I felt when I was eating yeast. But I never learned to like it.
MRS. HUGHES: Well, my dear Miss Iron-Fingers, you'll like it now! In tomato juice, it has the flavor of oven-fresh bread. You can stay with it for years...just as I intend to do.

MISS HOUSTON: You know, I never doubted the authorities when they said "yeast is one of the richest natural sources of the amazing vitamin B complex." And I can use a lot of extra vitamins . . . in my job!
MRS. HUGHES: But maybe you aren't getting enough of these vitamins. Start drinking yeast first thing in the morning, last thing at night . . . See if you aren't fresher at five o'clock. I'll even make you a little bet!



Still a sign of the times... twenty years later!

IN THE WINTER OF 1925, a newly formed company headed by Eddie Stinson rented a small loft factory in Detroit to build airplanes.

And Eddie Stinson set about to hire the few workmen needed to build a new kind of plane he had designed.

When those first Stinson craftsmen showed up at the "plant," they were greeted by a large sign that Eddie Stinson had hung on the wall:

"THE PILOT DEPENDS ON YOU!"

But Eddie Stinson didn't depend on this sign alone to get from his workers the kind of craftsmanship that made planes safe to fly. Men who made a Stinson were taken on the *first test flight* of the plane that they had built.

After the first Stinson plane was produced and proved in flight, the Stinson "factory" was moved to larger quarters.

Eddie Stinson's sign went along, as a necessary part of the business of making Stinson planes.

SAFETY IN FLIGHT is a tradition with Stinson designers and craftsmen!

The very first Stinson plane built had safety design features that gave it an *inherent stability* never before seen in an airplane.

Stinson started as a standout, and Stinson has maintained its leadership in the field of personal flying for more than twenty years.

You can depend on Stinson to bring you the utmost in flying safety!

The New STINSON VOYAGER 150—

For Safe, Speedy, Luxurious Air Travel

Here's the personal plane that will bring you luxury air travel *at a price you can afford!*

The Voyager 150 accommodates four comfortably in the richly upholstered, adjustable seats in its soundproofed and ventilated cabin.

And it operates at an over-all cost that compares favorably with what you pay for transportation in the family car!

The power, speed, range, and maneuverability of the Voyager 150 make it a plane that you can fly anywhere. It cruises at 125 m.p.h., has a maximum speed of 133 m.p.h., and a range of 500 miles.

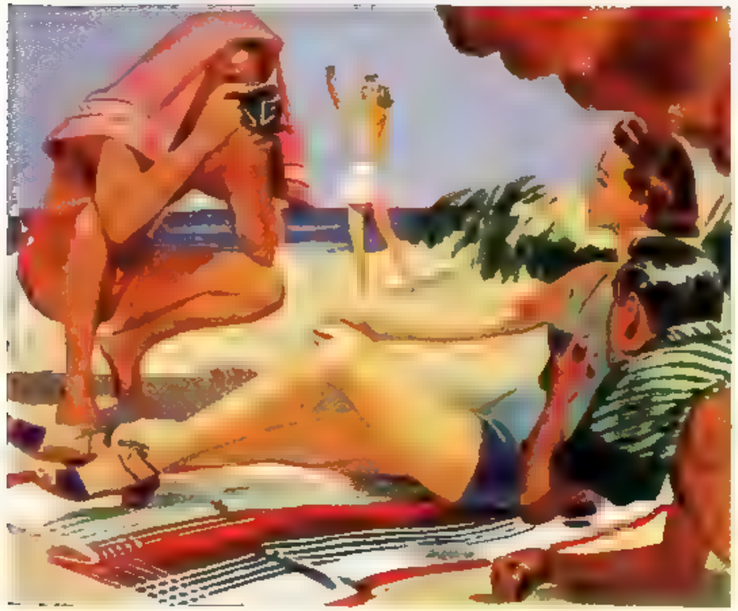
Let us send you a free, illustrated brochure telling all about this standout personal plane. Write **Stinson Division, Consolidated Vultee Aircraft Corporation, Wayne, Michigan.**

Stinson

EASY TO BUY... EASY TO

© JonWilliamson.com

Get set for summer with Cannon Summer Towels



"Bright towels for sports and beach" Big, colorful Cannon towels for smart sand-loafers and summer sports enthusiasts. Wrap them around you. Lie on them. Give them all the use (and abuse) you want. They *still* can take it . . . and like it!

"Strong towels for camp and cottage" Husky, he-man Cannon towels for rugged woodsmen. Good companions on picnics and all-day outings. A welcome "civilized softness" for the most hardened camper-out. Luxurious looming. Deep, thirsty texture.

"Smart towels for summer house-guests" Put guests at ease with an ample supply of striking Cannon Summer Towels. Perfect for casual holidays, and for fun-loving guests and hosts. (Leave the "family-crested best" in the linen closet.)

"Is it for ME?"

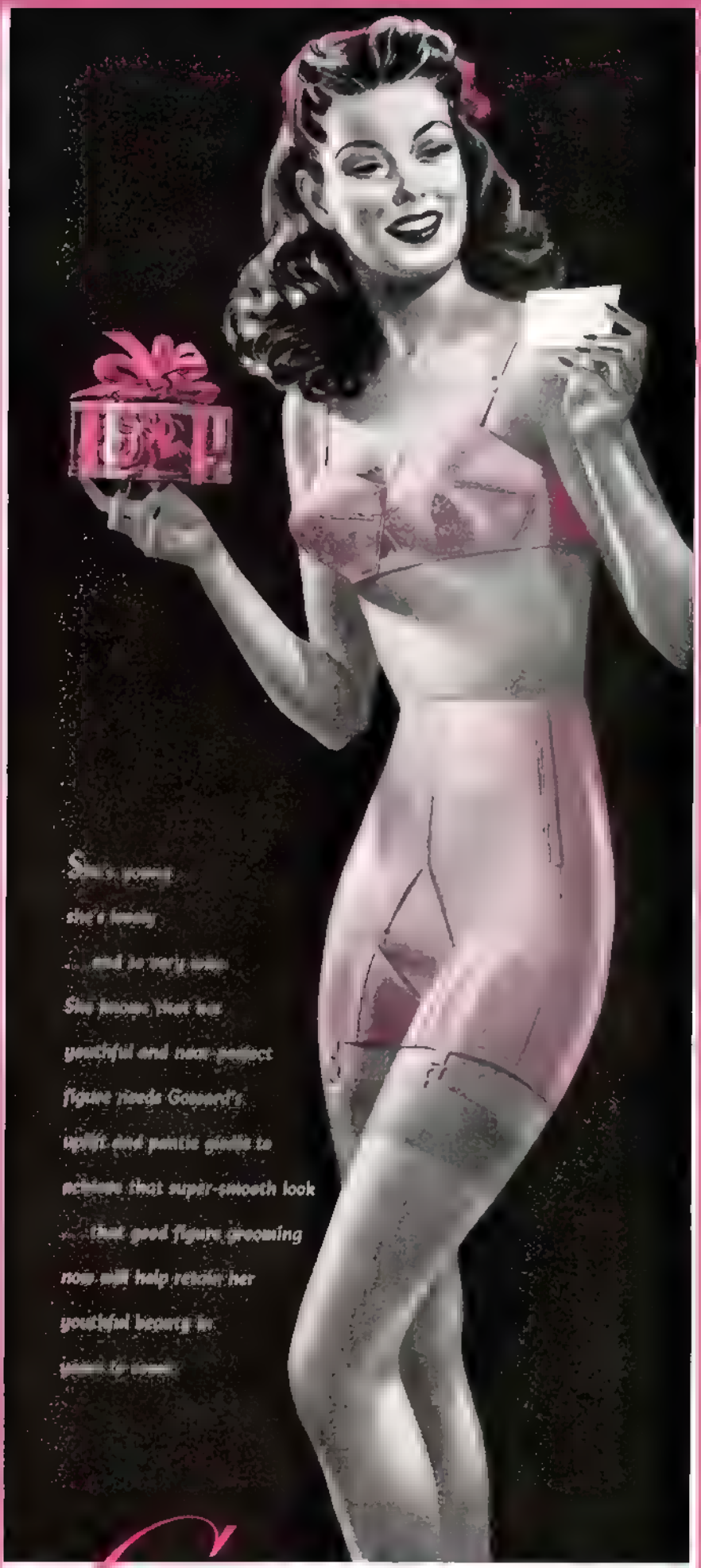
You kind of hope it is—for good news and good times often come your way by telephone.

Maybe it's a date for sister Sue. Or a business call for Dad. Or Bill asking if Jimmie can go to the movies. Or Grandma calling Mother to find out if things are all right. And everything is more likely to be all right when there's a telephone in the home.

In many, many ways, the telephone is a real friend of the family. And the cost is small—just pennies a call.

BELL TELEPHONE SYSTEM

LOCAL *to serve the community.* NATIONWIDE *to serve the nation.*



the Gossard Line of Beauty
REG. U.S. PAT. OFF.

THE H. W. GOSSARD CO., Chicago, New York, San Francisco,
Dallas, Atlanta, Toronto, Melbourne, Sydney, Buenos Aires

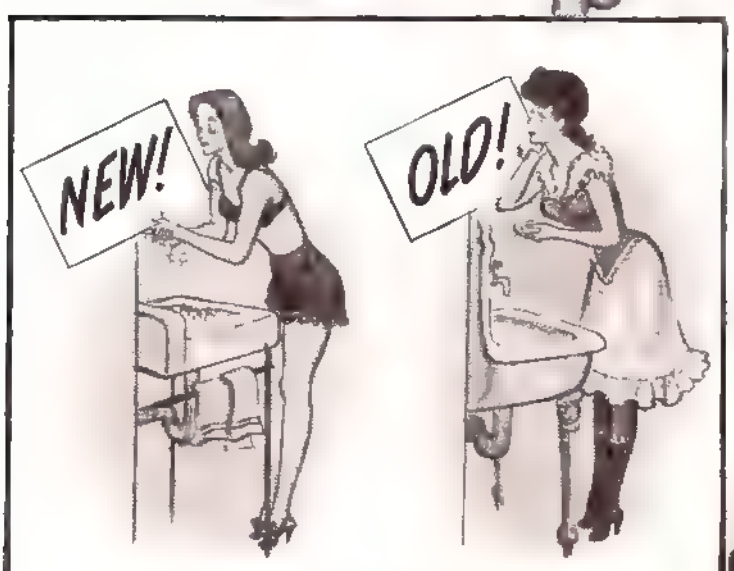
BUY WAR BONDS AND SAVINGS STAMPS

HER KITCHEN NEAT AS A PIN – YET

SEWER GERMS

THRIVE IN HER DRAIN

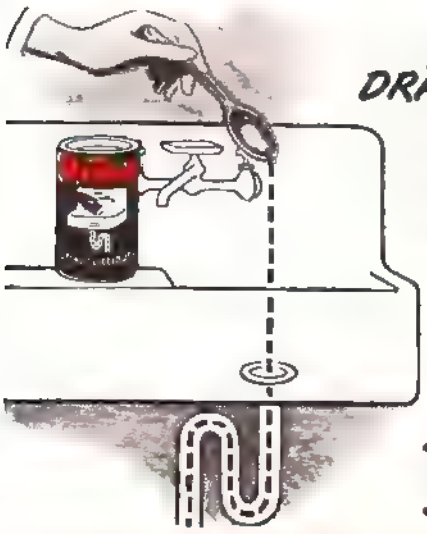
THIS IS NO TIME TO TAKE CHANCES ON SEWER GERMS



REMEMBER: EVERY DRAIN—NEW OR OLD—IS A HAPPY BREEDING GROUND FOR THE KIND OF GERMS THAT LIVE IN SEWERS*

*Survey by Molnar Laboratories, New York City

BANISH SEWER GERMS — SWEETEN KITCHEN DRAINS WITH THE BOILING, CHURNING ACTION OF DRĀNO.



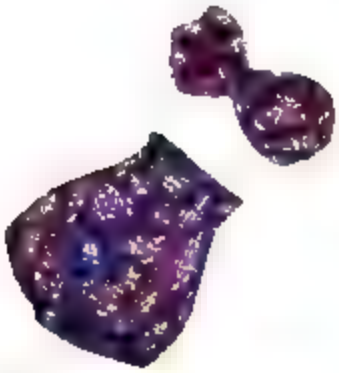
DRĀNO... USED REGULARLY IN DRAINS ONCE A WEEK OR OFTENER ... DOES TWO JOBS: CLEARS OUT DIRT IN WHICH SEWER GERMS THRIVE AND KEEPS DRAINS OPEN, FREE-RUNNING. NEVER OVER 25¢ AT ANY DRUG, GROCERY, OR HARDWARE STORE

SAVE YOUR WASTE KITCHEN GREASE
It's needed to make explosives!

Drāno

OPENS CLOGGED DRAINS—KEEPS DRAINS CLEAN

Copr. 1943, The Drackett Co.



Style 415

This sun lovely sea watery strapless two piece, fitting up to 36" bust, is available in gay beach prints in Red, Navy, and Green. Thanks to "Lastex" yarn and ingenious design, it fits, it flatters, it's telescopic.

Style 405

You will want to use one or both straps for swimming, for sunning you could wear it strapless or with its frilled straps fashionably cut off the shoulders. This gay flower print is available in Red, Navy, and Green. Fits up to 38" bust. Shirred with the magic of "Lastex" yarn.

Style 405

You will want to use one or both straps for swimming, for sunning you could wear it strapless or with its frilled straps fashionably cut off the shoulders. This gay flower print is available in Red, Navy, and Green. Fits up to 38" bust. Shirred with the magic of "Lastex" yarn.

STYLED WITH

Lastex

YARN

Martin White

TELESCOPIC WATER SUITS

Style 420

This attractive telescopic suit, which fits up to 38" bust, is styled in super quality, quick-drying Satin Nylon, processed with "Lastex" yarn for snug and perfect fitting. Available in Navy, Turquoise, and Red. It can be worn with both straps for swimming, strapless or with its frilled straps off the shoulders for sunning.

Girls Can't Resist this KISS ME NECKTIE as it GLOWS in the DARK!

A SMART TIE BY DAY

A MAGIC TIE AT NIGHT

IT'S NOVEL, DIFFERENT BARRELS OF FUN!

By Day a Lovely Swank Tie...By Night a Call to Love in Glowing Words!

Men, boys! Now amaze your friends! Surprise and thrill every girl you meet! Be different and the life of the party at any crowd! Here's the most amazing, spectacular necktie that you ever wore, a smart wrinkle-proof tailored cravat which at night is a thrilling sensation! It's smart, superb class by day, and just imagine in the dark it seems like a necktie of compelling allure, sheer magic! Like a miracle of light there comes a pulsing, glowing question: WILL YOU KISS ME IN THE DARK, BABY? Think of the surprise, the awe you will cause! There's no trick, no hidden batteries, no switches or foolish horseplay, but a thing of loveliness as the question emerges gradually to life, touched by the wand of darkness, and your girl will gasp with wonder as it takes form so amazingly. It's new, utterly different, a Hollywood rave wherever you go. And here's wonderful news: You can see, examine this glorious tie yourself without risk, just mail the coupon.

SEND NO MONEY

Fair? Let It Thrill You ON THIS FREE TRIAL OFFER. Don't confuse this magnificent necktie with any ordinary novelty tie. For it's high class, lifelike, hangs perfectly, and you'll wear it with pride. Its color combination is so amazingly created and so original that you actually can wear it tastefully with any suit. It's wrinkle proof, beautifully fashioned. You might expect to pay $2.00 or even $3.00 for this cravat just for day-time wear. But now, if you act quick, under this special INTRODUCTORY OFFER you will have this sensational breathtaking GLOW IN THE DARK sensation for only $1.49. That's just $1.49 for the gift of quality and a million dollars worth of fun at a party or in any crowd and as a token of love. Send no money here's why: Mail coupon with your name and address. On arrival of your GLOWING KISS ME NECKTIE you simply pay postman $1.49 plus postage. If money comes with order we pay postage. Then examine. See how it earns bids and thrills. And if you are not delighted, if you are not expert's worth, just return it for your money back promptly. Isn't that a fair, generous offer? Then act at once. Don't wait. Mail the coupon now!

MAIL THIS NO-RISK COUPON NOW!

GLOW IN THE DARK NECKTIE CO.
207 N. Michigan Ave., Dept. 752-K, Chicago 1, Ill.

Rush me my KISS ME NECKTIE that glows in the dark. I will pay postman $1.49 plus postage with your positive assurance I will be delighted or return tie for full refund.

If you want us to send you 3 Glowing Neckties for $4.22 check here.

Name

Address

City Zone State

CARRIER'S HANDBOOK

The CLEVELAND PRESS

DRINK
Coca-Cola
IN
BOTTLES

Home-town Club...Admission 5¢

In everybody's home town there's a familiar landmark that greets you at fountains everywhere—the bright red Coca-Cola dispenser inviting you to enjoy *the pause that refreshes* with ice-cold Coke. Sparkling refreshment served in a jiffy. *Have a Coke* is the ever-welcome bid to a refreshing moment at everybody's club—the neighborhood fountain.

Coke = Coca-Cola

"Coca-Cola" and its abbreviation "Coke" are the registered trade-marks which distinguish the product of The Coca-Cola Company.

Listen to *The Pause That Refreshes On The Air* with Perry Como and the Coca-Cola Orchestra Sundays 6:30 P.M. E.D.S.T. Coca-Cola Company

© JonWilliamson.com

MELODY RINK
WICHITA KANSAS
MELODY RINK
1627 S. HILLSIDE
HARRY

CREAM
DOES IT

ACCORDIONS

ALL TYPES **From 5/- Weekly**

LOWEST PRICES IN THE U.K.!

Jackie Sexton the well-known Cabaret Artiste.

Here is an offer you can't afford to miss! Buy now at lowest-yet prices. We have over five thousand Accordions—new and second-hand—actually in stock and you can play as you pay. Any type —Piano, Button or Chromatic— and almost any make from as little as 5/- weekly and every instrument is fully guaranteed for 3 years.

WRITE FOR FREE CATALOGUE, LISTS & TERMS

for all types of Accordions, new and secondhand, for Cash, Part Exchange or easy Hire Purchase. Fully guaranteed, fully insured and carriage paid to your door. You can have an Accordion on 7 days' trial if you wish. Write for your FREE 38 Page Catalogue TO-DAY! Callers welcome. Open all day Saturday.

Special Prices to Buyers Abroad.

BELL ACCORDIONS, LTD.

(Dept. B4), 157-159, Ewell Road, SURBITON, Surrey.

Holiday meals are merrier

—when everybody helps!

Call on S.O.S for extra help with pots and pans

When every golden morsel is gone – except what sticks to the roasting pan or is crusted on the pie dish – call on S.O.S.! Magic, fast-working S.O.S.® cleans and polishes all at once! S.O.S., with *soap* right in the pad, is handy to hold, easy to use. Big meal days – they're the days when S.O.S. is *extra* helpful. So keep a package at the sink.

© THE S.O.S. COMPANY, CHICAGO ILL. • S.O.S. PRS. CO. OF CANADA LTD. TORONTO ONT.

Lo and behold! She's a Champion Chef

with **AMAZING REYNOLDS WRAP**

(the pure aluminum foil)

Your Turkey Will Have

More White Meat—

More Dark Meat—

BURSTING WITH FLAVOR!

Don't let that plump bird shrink! Take care of turning out your holiday turkey full of its natural juices. Roast it the modern way—in a flavor-sealing jacket of Reynolds Wrap. Not only will your family rave about this "scrumptious" flavor—but you'll be free from turkey tending! No basting necessary—no oven watching. Easier to carve. And after dinner you won't have the hard, tedious job of scouring that roasting pan. Illustrated folder containing full instructions with every roll. Sold at leading Grocery, Drug, Department and Housewares stores. Buy a roll today!

FOIL-ROASTED TURKEY

(recipe developed for use with Reynolds Wrap only)

Clean, stuff and truss turkey, rub with seasoning, salt and fat.

To wrap: Place turkey on a long sheet of Reynolds Wrap, more than twice as long as the bird. Fold foil over turkey, join edges firmly. For a large bird, join two long pieces with a tight double fold in center. (Turkey may be wrapped the night before and stored in refrigerator. Before roasting, open foil and bring bird to room temperature, then reseal foil for roasting.)

To roast: Place wrapped turkey on rack in pan, breast side up, in moderately hot oven at 400°F. Allow the following approximate times for stuffed bird. (Stuffed weight is about the same as undrawn weight or allow 3 lbs. for stuffing.)

10–14 lbs.—18 minutes per pound—3 – 4 hours
15–18 lbs.—16 minutes per pound—4 – 4½ hours
19–24 lbs.—14 minutes per pound—4½ – 5 hours

To brown: During last 45 minutes, open and slip foil from around turkey, letting juices run into pan. Brush well with melted fat once or twice during browning. Turkey and juices will brown evenly without burning. Make gravy in your usual way.

Pure aluminum foil in handy kitchen rolls.
For keeping foods fresh . . . for cooking . . . for baking

Buy it by name

REYNOLDS WRAP

made by the World's Largest Producer of Aluminum Foil . . . used and praised by leading Home Economists throughout America

© 1950 REYNOLDS METALS COMPANY, LOUISVILLE, KY.

VELVELETTE*

The Flannelette of Fashion

ALWAYS SOMETHING NEW

Modern as your television set—Velvelette*, the fabric that transformed cotton flannelette from an ugly duckling to a frosty-night fashion star for the whole family... Each year brings fresh color surprises. Greater design artistry. Richer texture. And Velvelette* combines practicality with glamour: in its firm long-wear weave, the vat-fast quality of its colors, its soft winter-scoffing coziness. Ask your local store for sleepwear made of Velvelette*.

A Cone Fabric

*®CONE EXPORT AND COMMISSION CO., INC. 40 WORTH STREET, NEW YORK 13, N. Y.

Other Cone Products: CONE *deebtone*® DENIM • Cone *mill* Corduroy • Haynes® Towels

You can be sure... if it's

Westinghouse

Gangway for Listening Pleasure! That's the battle cry when the family races for the new Westinghouse radio-phonograph. Dad knew when he bought it that he could be sure of honest engineering, the highest quality performance, and the finest cabinetry, because that's what he'd learned to expect from every Westinghouse product.

But now—*these kids can sure run fast*—he wishes he'd taken a tip from Mother, who knows about Westinghouse, too, and has a Westinghouse table model in the kitchen for her very own. Of course, there's a moral . . . buy more than one Westinghouse!

The set shown is the 191. See and hear it at your dealer's today . . . then compare it with any set in town costing a hundred dollars more! It has Rainbow Tone FM, super-sensitive AM, an automatic intermix record changer, and a Regency cabinet in rich mahogany veneers. There are many other Westinghouse radios and radio-phonographs, each a leading performer in its price class. Home Radio Division, Westinghouse Electric Corporation, Sunbury, Pa.

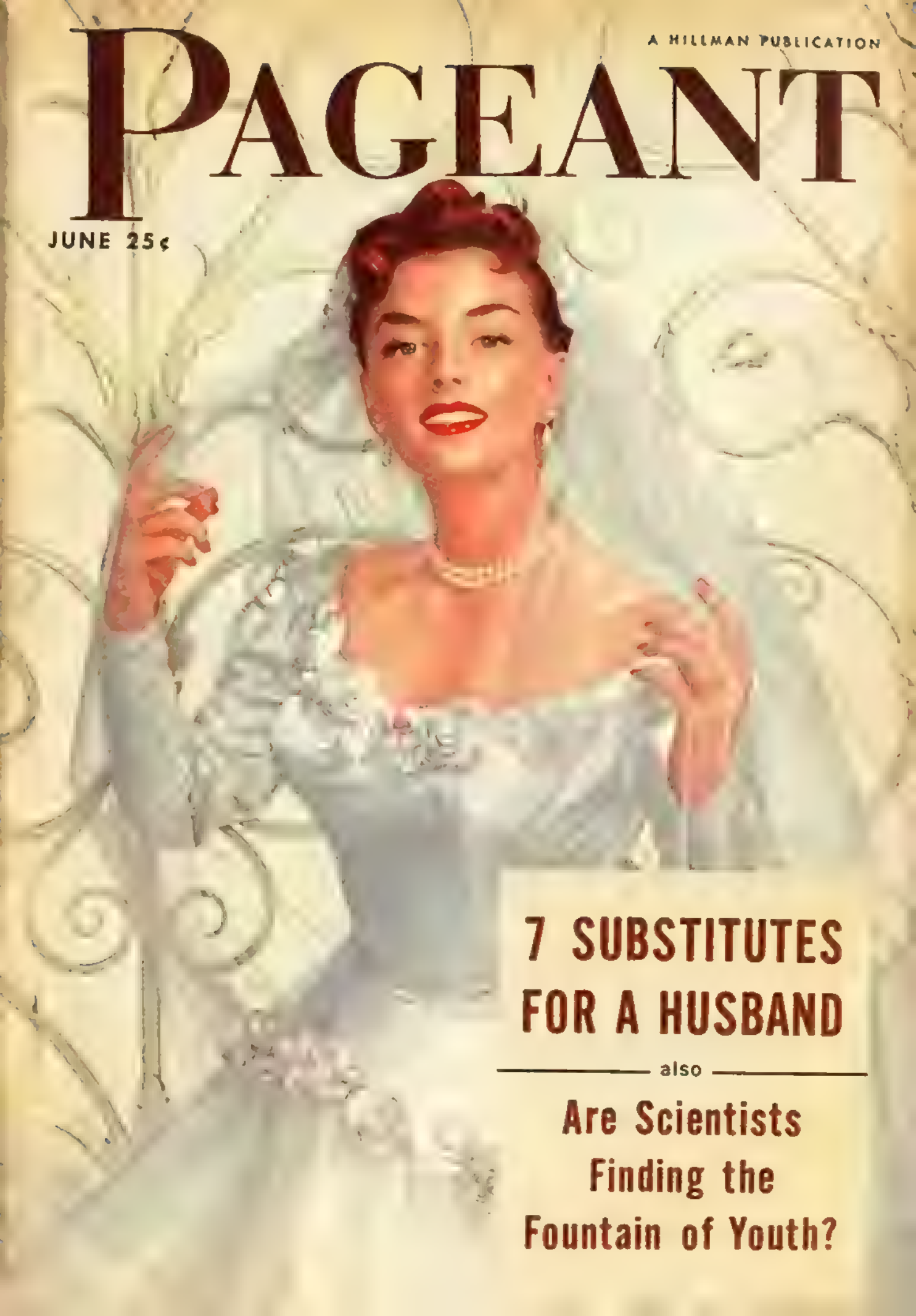
Listen... and you'll buy Westinghouse

Tune in Ted Malone every morning Monday through Friday ABC Network

A HILLMAN PUBLICATION

PAGEANT

JUNE 25¢



7 SUBSTITUTES FOR A HUSBAND

also

Are Scientists Finding the Fountain of Youth?

Perfume
DJER-KISS
by KERKOFF
KISSES GIVING, KISSES TAKING
. . . that's the impulse of the straight-to-the-heart
DJER-KISS Fragrance. Perfume $3.50, $2. Toilet Water
$1.50. Cologne $1. Dusting Powder $1. Sachet, de luxe
size $1. Talcum, de luxe package 50¢ . . . Make up and
kiss with DJER-KISS Foundation Film, Face Powder,
and Lipstick. Each $1.
DJER-KISS . . . triumph of a great perfumer's art.

1949 GLO-COAT

Brighter than ever...Better than any*!

Kitchens from coast to coast show . . .

A BRIGHTER GLOW

Almost twice the shine as before . . . and the true wax shine lasts almost twice as long!

A LONGER-WEARING GLOW

Tough extra wax protection. Spilled things wipe up jiffy-quick without spotting or removing the wax finish.

THAT'S QUICKER, EASIER TO APPLY!

Spreads more uniformly, goes farther. And Johnson's Glo-Coat shines itself without rubbing or buffing!

Your dealer now has new Johnson's Glo-Coat in the same familiar red and yellow container

"Johnson's" and "Glo-Coat" are registered trademarks

© S. C. Johnson & Son, Inc., Racine, Wis., 1949

* All these advantages go to make 1949 Glo-Coat the finest self polishing wax that you can buy! Glo-Coat has always been America's favorite, and this newly formulated product surpasses any self polishing wax you've ever tried before! Only Johnson's Glo-Coat can give floors this exciting new Glow . . . no other polish has this exclusive new blend of brighter-shining, longer-wearing, work-saving waxes. 1949 Glo-Coat glamorizes all kinds of floors . . . linoleum, rubber tile, asphalt tile, varnished wood. Just apply and let dry—no rubbing or buffing needed.

Every week, enjoy radio's brightest half hour: Fibber McGee & Molly, Tuesday evening, NBC—see your paper for local time

Outsells any other floor polish more than 2 to 1

Try it! You'll agree—there's no finer Glo-Coat!

S. C. Johnson & Son, Inc., Racine, Wis.

AMERICAN RAILROADS *present*

The RAILROAD HOUR

Summer Show Train

with GORDON MACRAE *and* LUCILLE NORMAN *in* *Musical Memories*

D3

29¢

WALT DISNEY'S

DUMBO

©
WALT DISNEY
PRODUCTIONS

a Little Golden Book

MILTON CANIFF

AN ADVERTISEMENT OF THE PEPSODENT CO.

HOW TO TELL TWINS APART

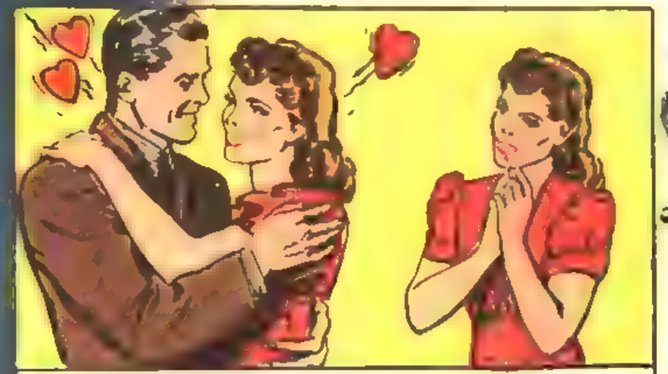
or Pepsodent to the Rescue!

1 ...Twins are confusing enough. But when one of them deliberately tries to fool a fellow...well...I was all at sea...

2 . . . **I'd have popped the question** to Joan weeks ago if I d been sure she wasn't that mischievous twin of hers who never let me be quite sure. Then, one night . . .

3 . . . I was listening to Bob Hope on the radio . . .

4 . . . **Suddenly we had** a wonderful idea . . . Joan and I decided to turn the tables on her twin sister. Joan switched to Pepsodent Powder. Her twin kept right on using her old brand.



5 . . . **It worked like a charm!** One quick glance told me Joan's teeth were *far brighter!* They both use Pepsodent Tooth Powder now, but it doesn't bother me . . . I can tell Joan every time . . . she's the one with my solitaire on her finger!

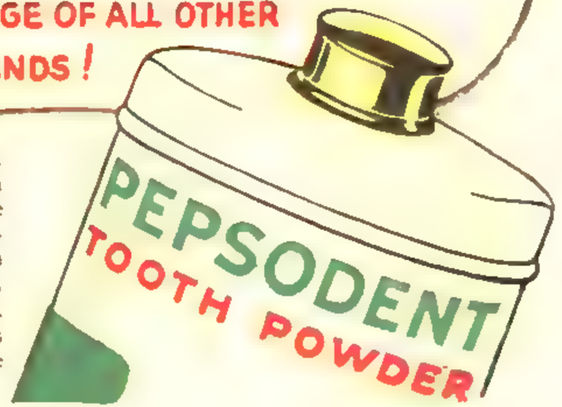
PEPSODENT TOOTH POWDER CAN MAKE

TEETH TWICE AS BRIGHT

AS THE AVERAGE OF ALL OTHER LEADING BRANDS!

6 . . . **Independent Laboratory** tests proved this fact. No other tooth powder can give Pepsodent s high lustre, because only Pepsodent contains Composite Metaphosphate, the remarkable patented polishing ingredient. Double your chances by making your teeth Twice as Bright. Get Pepsodent Tooth Powder today.

"Seeing Double"—an interesting booklet telling a true story of identical twins and their experiences is free for the asking. Simply write Dept. 3502, The Pepsodent Company, Chicago, Illinois.



AN ADVERTISEMENT OF THE PEPSODENT CO

Getting along with relatives *by* BOB HOPE

1. It doesn't take any special talents to get along with relatives : : just a little Commando Training. Of course, almost everyone has trouble with relatives — especially their inlaws : : : in-law, that's an outlaw who gets in by marriage. It's not so bad with relatives who are born into your family, though. In fact, we get along fine with an uncle who is borne in every Saturday night

2. Always join in the children's games This makes you popular with your nephews and nieces. It also gives your wife a wonderful chance to practice her first aid training. Naturally, everyone knows the best first aid to brighter, cleaner teeth is Pepsodent No wonder it's Number One with men in the Service!

3. Feed the folks well. You'll find most relatives have fierce appetites. In fact, at our house we make it a point to count the children after every meal. I'll never forget the time we counted in a strange kid. We knew he was strange because he didn't know that Pepsodent—and only Pepsodent—contains Irium.

4. Be kind to rich uncles. You can never tell when one might leave you a fortune. Of course, mine never did He just left me a copy of Esquire. But I only read the ads anyway . . . especially the ones that say "Pepsodent with Irium loosens the film you can feel on your teeth . . . uncovers the natural brightness of your smile."

5. Don't let their wrangling get on your nerves I wouldn't say my relatives were noisy . . . but I do enjoy my quiet vacations as a riveter in the shipyards Actually there's only one thing my family won't argue about, and that is if you use Pepsodent twice a day, you'll have brighter teeth in a hurry.

Only Pepsodent contains Irium

How PEPSODENT with IRIUM uncovers brighter teeth

Film on teeth collects stains, makes teeth look dull and dingy—hides the true brightness of your smile.

This film-coated mirror shows the result when commonplace methods don't clean film away

But look what Irium does! It loosens film—floats it away, leaves the surface clean, bright, and sparkling.

That's how Pepsodent with Irium uncovers the natural brightness of your smile . . . safely, gently.

ask for
the Stetson
Open Road
$10 to $50

the STETSON
is part of the man

THE BURNING SECRET
BEHIND THE LIGHT
THAT NEVER FAILS !
RONSON PRODUCTIONS PRESENT
"THE SPIRIT of the FLAME"
starring
RONSONOL
THE WORLD'S GREATEST LIGHTER FUEL
PRODUCED BY RONSON FLINTS
Enormous success
—used by millions
This week and
every week at your
local tobacconist's
A BETTER LIGHT FROM EVERY LIGHTER—with Ronsonol

● *Top Speed, 184 mph, Cruising Speed, 175 mph, Landing Speed, 46 mph, Range, 750 miles*

Complete Your Company's Transportation "System"

with a Beechcraft BONANZA

THE company truck and the company car are now joined by the Beechcraft Bonanza. For it hurdles long distances at 175 mph, speeding executives and personnel around the country with four times the efficiency of surface transportation—and at a cost as low as one cent per passenger mile!

No ordinary airplane is capable of the utility required of a business vehicle. But the Bonanza is an *extraordinary* airplane. It was *built* for business use, business utility, business economy. It has a speed and a payload with its economical 165 hp which have never before been accomplished short of 330 hp!

Its cabin for four people provides limousine luxury and comfort—thoroughly soundproofed, as quiet as an open-window car traveling at 55 mph. It is fully equipped—heater, two-way radio, landing lights and instruments for accurate and safe navigation: retractable tricycle landing gear, landing flaps and controllable prop for easy handling and added economy of operation.

The man-hours, money and travel fatigue which the Bonanza saves as a unit of your company transportation "system" repay many times its modest cost. The price complete is $7,345 F.A.F. Wichita. Production for early 1947 is already sold. Orders for delivery will be filled in the sequence received. There is a nearby Beechcraft distributor with complete facts and figures ready to consult with you. Beech Aircraft Corporation, Wichita, Kansas.

BEECHCRAFT
BONANZA
MODEL 35

Try this tonight for morning freshness!

Remember that youthful thrill of waking up *happy*—fresh and radiant to greet the day? Why not enjoy it again, morning after morning? Just try this pleasant plan thousands are following—drink a cup of Ovaltine at bedtime each night!

For Ovaltine acts in these ways, to bring sparkling morning freshness.

First, taken at bedtime, it promotes sound sleep, *without drugs*.

Second, it supplies food elements to rebuild vitality *while you sleep!*

Third, it furnishes extra vitamins and minerals in a delicious, *more natural* way for all-round health and vigor.

So why not turn to Ovaltine tonight? See if you don't feel better, look better, get more fun out of life!

RESTFUL SLEEP FOR THOUSANDS!
A cup of Ovaltine at bedtime induces sleep in these natural ways, without drugs. It has the power to relieve "nervous tension"—also to prevent certain types of unrest that cause night-time tossing. Supplies food elements *known to be necessary* for sound, restful sleep.

BUILDS VITALITY WHILE YOU SLEEP!
Ovaltine provides food elements to rebuild worn-out muscle, nerve and body cells. Processed for easy digestion so you can get the good from it even when digestive action is low—as it is during sleep.

TO START THE DAY IN HIGH—
Want a lot more zip to tackle your work—more vigor to meet today's strain? Then try a cup of Ovaltine each night. You'll be glad you did!

Ovaltine
PLAIN AND CHOCOLATE FLAVORED

SOUNDER SLEEP FOR THOUSANDS
—A cup of warm Ovaltine at bedtime promotes sleep in these natural ways. It has the power to relieve inner tension—and certain types of digestive unrest that often disturb sleep. Supplies food elements known to be needed for sound, restful sleep.

TO BUILD VITALITY DURING SLEEP
—Ovaltine gives you food elements to repair worn-out body and nerve cells. But that's not all! While you are sleeping it supplies these important foods in a specially-processed form—so you can get the fullest good from them—to restore vigor and energy.

Just try this at bedtime tonight!

There's no point in waking up worn and listless—not when there's a simple, pleasant routine that's brought radiant morning freshness to thousands. So why not try it—see if you don't get your youthful sparkle and vitality back again!

All you do is drink a cup of warm Ovaltine at bedtime each night. For Ovaltine does these things, to bring fresher, brighter, happier mornings:

First, it promotes sound sleep, in a safe, natural, drugless way.

Second, it furnishes important food elements to rebuild vitality while you sleep.

Third, it supplies extra vitamins and minerals most of us need—in a newer, more modern, more natural way for abundant good health.

So why not try Ovaltine for awhile—starting tonight? See if you don't go to sleep quicker, sleep more soundly and see if you don't feel more refreshed and vital in the mornings. It's a way lots of people use to get a lot more fun out of life!

OVALTINE
PLAIN AND CHOCOLATE FLAVORED

At last!

a Freezer Tailor-Made for Your Kitchen

Manitowoc Sub-zero

WHAT'S AHEAD?

IF YOU CAN'T TELL-

DON'T DRIVE!

CAREFUL DRINKERS ARE CAREFUL DRIVERS!

90 PROOF

LAIRD & CO.

SCOBEYVILLE, NEW JERSEY

This advertisement is published by Laird & Company, America's oldest family of Brandy Distillers, in the interest of safe driving.

THIS MONTH

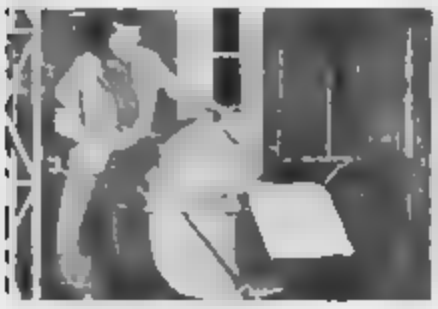
BABY BOOM*
Demands Mothers Fight Infection Danger!

GUARD THAT PRECIOUS NEW LIFE – right from the start – against the *ever present risk* of germ infection! If you are having your baby at home, be ready with "Lysol" brand disinfectant – the effective germicide so many doctors, nurses and hospitals rely on for antiseptic cleanliness in childbirth. And from birth on, always keep Baby's surroundings "hospital" clean . . . with potent, dependable "Lysol" in the cleaning water!

*With over 3 million babies born last year . . and with this year's birth rate starting its seasonal upswing . . . all mothers need to know the importance of sure disinfection in childbirth and child care.

Every Day . . . Keep Your Whole House Hygienically Clean . . . with "Lysol" Brand Disinfectant

Reg. U. S. Pat. Off.
LeChief Clabo & Lank



KEEP BABY'S CARRIAGE, his bed and bedding, hygienically clean with germ-killing "Lysol." Use this wise precaution, too, *every time* you clean the floor and walls of his room.

BABY'S DIAPER PAIL should be disinfected, deodorized *daily* with "Lysol." Add 2½ tablespoons to each gallon of cleaning water. Never trust to a less effective germicide.

FOR BABY'S LAUNDRY, including diapers, add "Lysol" to the water, as a precaution against infection. Rinse diapers in a "Lysol" solution, to keep them disinfected, deodorized.

IN YOUR BATHROOM – never slight the sanitary cleansing routine that helps protect your family's health. Disinfect the tub, toilet, walls and floor with dependable "Lysol."

IMPORTANT "LYSOL" CLEANING USES: Bathroom tub, toilet, basin, walls, floor. Kitchen sink, drainboards, garbage pail. • Laundry tub and washer. Closets, cellar, stairs, storerooms, shelves. • All woodwork, floors, walls, doorknobs, rails. Children's rooms and furniture, diaper pail. • Sickroom, including bedding, utensils and linen. Cleaning rags, mops, brooms, brushes.

MASQUERADE HOLDS MORE THAN ONE SURPRISE

WHILE MOST OF THE GUESTS OF LORIMER DAVIES, WEALTHY MANUFACTURER, ARE ENJOYING HIS MASQUERADE PARTY, "CAPTAIN KIDD" SEEMS TO HAVE ENCOUNTERED TROUBLE...

Mother's Day May 12TH
HER DAY
HER FAMILY
HER CHOCOLATES
Whitman's
Sampler
Whitman's
CHOCOLATES
JonWilliamson.com
A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

BRYLCREEM

grooms by Surface Tension

Liquids—particularly aqueous liquids—strive to reduce their surface area when in contact with air ...this is known as **Surface Tension**—and it is the basis on which Brylcreem works. The aqueous solution in Brylcreem enables the oil to spread as a thin film evenly over the hair, coating every hair-strand. The surface tension holds the hairs together firmly but gently. Every hair is supple and lustrous. Use Brylcreem, the healthy hairdressing, for the clean, smart look. Tubs 1/6, 2/3 and 4/1, or tubes 2/6—handy for travelling.

for smart, healthy hair

184/169/54

WHY BUY BREAD

BLINDFOLDED?

WHEN MARVEL IS THE ONLY NATIONALLY-SOLD BREAD THAT'S

DATED Fresh DAILY!

A&P

ESTABLISHED 1859

THIS "DATE" IS YOUR GUARANTEE MARVEL IS BAKERY FRESH

AT ALL A&P FOOD STORES

Except on Pacific Coast

HATS ARE HIS NEW YEAR'S HOBBY, TOO

Thanks to a gift coupon, he chooses a hat in easy comfort at a man's store

Art of the Future

$2 each

RAXON

AMERICA'S *Eye-deal* TIE FABRICS

Modern American art inspires the design of these Raxon Ties. The clear colors and clean-cut designs will flatter your new suit or make last year's look new again. Raxon's new modern themes plus skilful color blending have created the perfect necktie of tomorrow and today! The ties illustrated are $2 each. Other ties of Raxon Fabrics from $1.50 to $3.50.

At your favorite store, also in Canada, or write to

RAXON *Fabrics*

RAXON FABRICS CO. • 114 East 32nd Street • New York 16, N.Y.

TOGEROY

A BERNSIDE CORDUROY

The smartest distance between two points is each straight line on this colorful Marlboro sport shirt Corduroy distinction and durability by Bernside, act on styling and comfort by Marlboro . . your choice by a long shot

For indoors and out, it's the corduroy America wears by"

Marlboro Shirt Co. Inc.
Baltimore 1, Md.

Marlboro

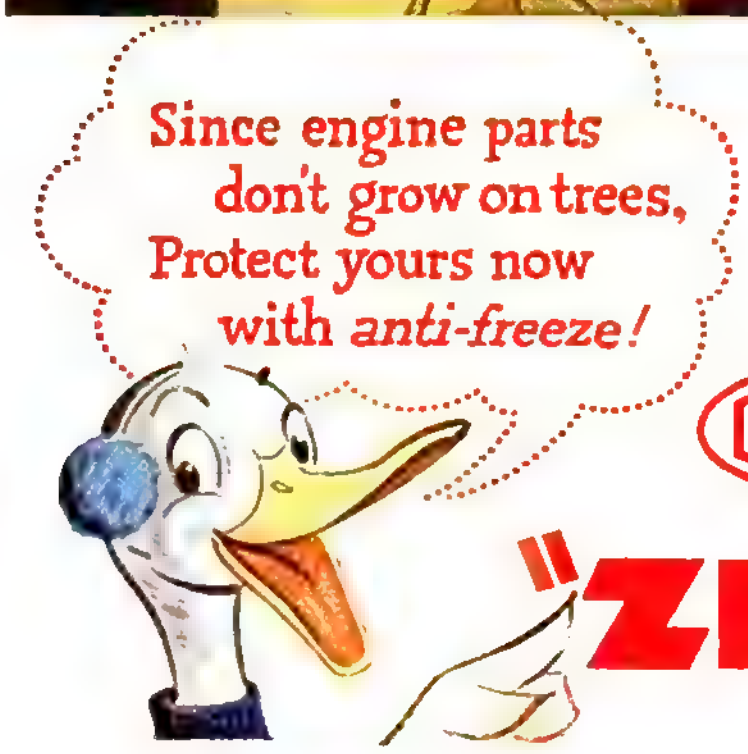
SPORTS SHIRTS

This sad face is reserved for the car-owner who forgets to get anti-freeze for his car in time. Old Man Winter will come along and split the engine block, cylinder head or radiator wide open. And when you try to replace engine parts these days, your face gets longer and longer. Yes—a freeze-up could be the death of your car this winter.

This bright face is for the car-owner who will have a Du Pont anti-freeze put into his radiator in plenty of time. He'll not only prevent a "freeze-up" but stop rust and corrosion as well. An extra happy smile comes from knowing his anti-freeze is going to stay put, which it will do if he asks his service man to check over his car's cooling system for leaks.

WHICH FACE

WILL YOU WEAR THIS WINTER?



$1.40 a GAL. War Emergency "Zerone"* gives thorough protection against rust and corrosion as well as freezing. Until regular "Zerone" comes back (this season's production went to war), there's no better buy at the price.

$2.65 a GAL. A limited supply of "Zerex,"* Du Pont's non-evaporating anti-freeze, is now available. "Zerex" won't boil out. One filling lasts all winter. Gives complete protection against rust and corrosion—won't form sludge.

*TRADE-MARK

DU PONT

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY

"ZERONE" AND "ZEREX"

ANTI-FREEZE

YOU *can develop a stronger* HE-MAN VOICE!

Achieve more social and economic success... by putting more CHARACTER into your voice. It's *simple* and *easy* with the tested, scientific Feuchtinger Voice Method Develop a compelling voice... a voice that gets what it wants.

HAVE YOU HEARD
ABOUT THAT NEW
NASH SERVICE?
Nash
SERVICE

AN ADVERTISEMENT FOR WOODBURY

WASHINGTON MARRY-GO-ROUND

for Drew Pearson's daughter

Woodbury-Deb Ellen Weds George Arnold, Childhood Sweetheart

What this lovely Woodbury-deb wore at fashionable wedding:

"Courtney" Cupid

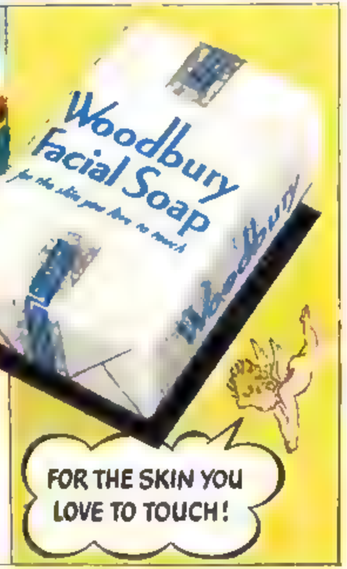
Princess dress of white satin . . . veil of rare lace, worn madonna style . . . bouquet of white orchids . . . *"Something old,"* lovely petticoat made for Ellen's *great*-grandmother! . . . *Jewelry:* real pearls to match glow-and-glamour of Ellen's skin. It belongs to Woodbury, girls! True beauty soap! *Extra-mild!*

SWEETHEARTS REUNITED WHEN GEORGE—A MARINE—RETURNS TO THE U.S.A.—AND LOVELY ELLEN. HE'S DEFINITELY "THAT WAY" ABOUT ELLEN'S DAZZLING SKIN; SMOOTH, FRESH FROM WOODBURY'S **EXTRA-MILD** CARE AS ELLEN SAYS...

"WOODBURY-SMOOTH GLAMOUR GOES OVER BIG. SO I TAKE DAILY WOODBURY FACIAL COCKTAILS. THAT CREAMY-LATHER CLEANSING IS **MILD!** AFTER RINSING, MY SKIN'S A-SMOOTH, A-SPARKLE!"

SOCIAL MERRY-GO-ROUND AT SWANK RECEPTION. PROMINENCE OF BOTH FAMILIES DREW WASHINGTON'S WHO'S WHO. AND FOR WHAT'S WHAT IN SKIN CARE—ELLEN KNOWS! IT'S WOODBURY, MADE WITH RICH BEAUTY CREAM INGREDIENT, MADE **EXTRA-MILD.**

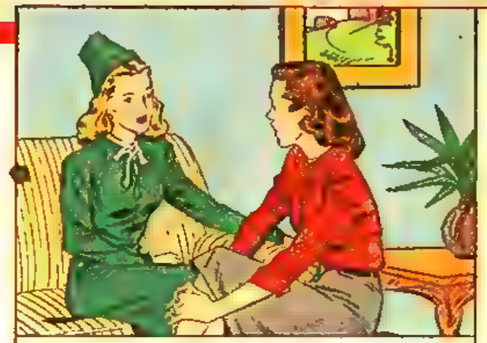
BIGGEST FLORIDA ATTRACTION TO HONEYMOONER GEORGE IS **HIS** GIRL WITH WOODBURY-WONDERFUL SKIN! YES, GIRLS, WOODBURY SOAP IS MADE EXTRA-MILD...FOR OH-SO-SMOOTH SKIN!



AN ADVERTISEMENT FOR LEVER BROTHERS CO.

MY HUSBAND'S PLENTY SMART...WORKS AWFULLY HARD...

WHY DOESN'T HE GET AHEAD?



"Tell me, Grace, your husband works in the same office with Bob—what is the matter? I know Bob's work is as good as anyone's—but he just doesn't seem to fit in."

"I was stunned at Grace's reply. To think that my husband was letting 'B.O.' stand in his way. I marched right out and got Bob some Lifebuoy."

"Bob sang through his shower. At breakfast he told me he used to use Lifebuoy before we were married. So it was my fault for not keeping Lifebuoy handy!"

"Now Bob never misses his morning Lifebuoy shower. And not long ago Bob's hard work and ability were rewarded—and he got a fine promotion."

ARE WIVES TO BLAME?

Often a wife who blames her husband for his lack of success in business actually shares the blame. A smart wife knows the handicap "B.O." (body odor) can be to a man in business. She knows, too, that keeping Lifebuoy in the bathroom soap dish is the first step toward helping her husband to success. A man who starts the morning with a Lifebuoy bath or shower faces the day with confidence.

USE IT DAILY

A PRODUCT OF LEVER BROTHERS COMPANY

HOW TO STEP UP PROTECTION AGAINST "B.O."

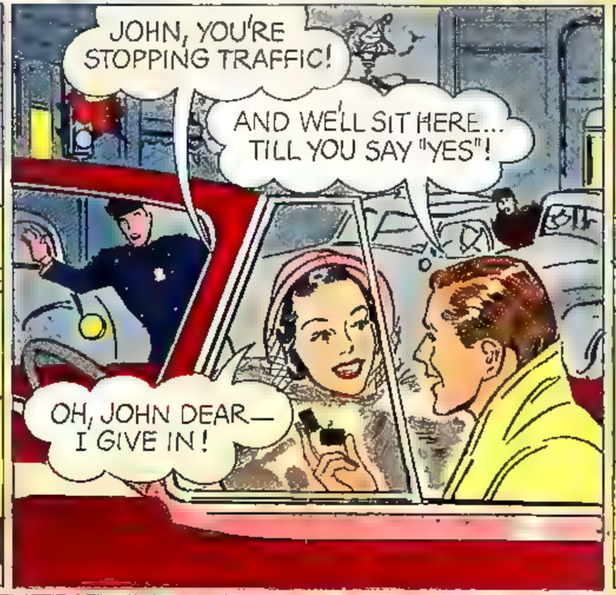
Tests prove that Lifebuoy not only stops "B.O." but that you can build increasingly better protection against "B.O." by bathing with Lifebuoy every day. Try it. Bathe with Lifebuoy for just seven days. See how fresh and clean your skin feels. And when you know that a daily Lifebuoy bath stops "B.O." *faster*, gives you *longer-lasting* protection, you won't ever want to miss your "BATH A DAY THE LIFEBUOY WAY!"

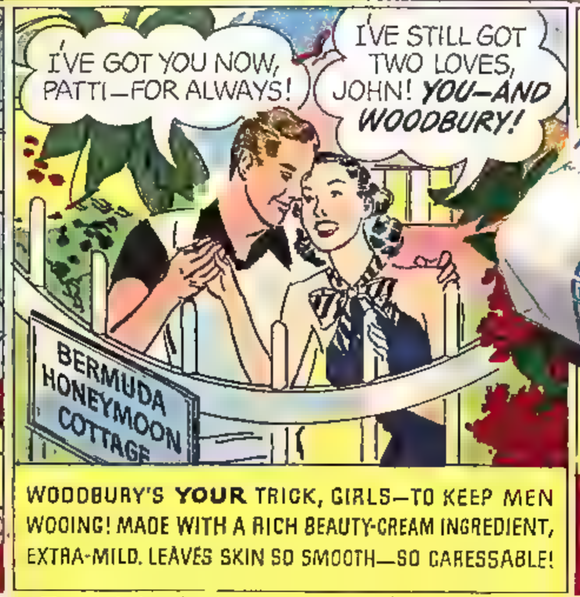
AN ADVERTISEMENT FOR WOODBURY

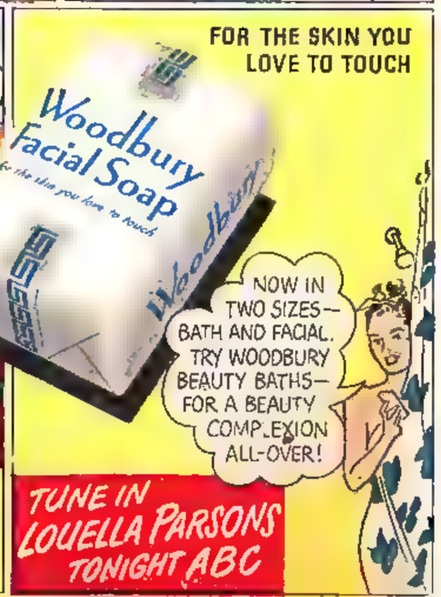
Look Who's Married!

SHE'S ANOTHER WOODBURY DEB

PRETTY PATTI ALICOATE
NEW YORK DEBBIE —
WHO HAD SO MANY BEAUX SHE
DIDN'T KNOW WHICH TO CHOOSE...
TILL JOHN J. BERGEN, JR.
EX-NAVAL LT. BARGED IN...







FAMOUS SINCE 1854
Philadelphia
Philadelphia
BLENDED WHISKY
Continental Distilling Corporation

John Smith's
MAGNET
Pale Ale
a Magnet for me!

Philadelphia
BLENDED WHISKY
Continental Distilling Corporation

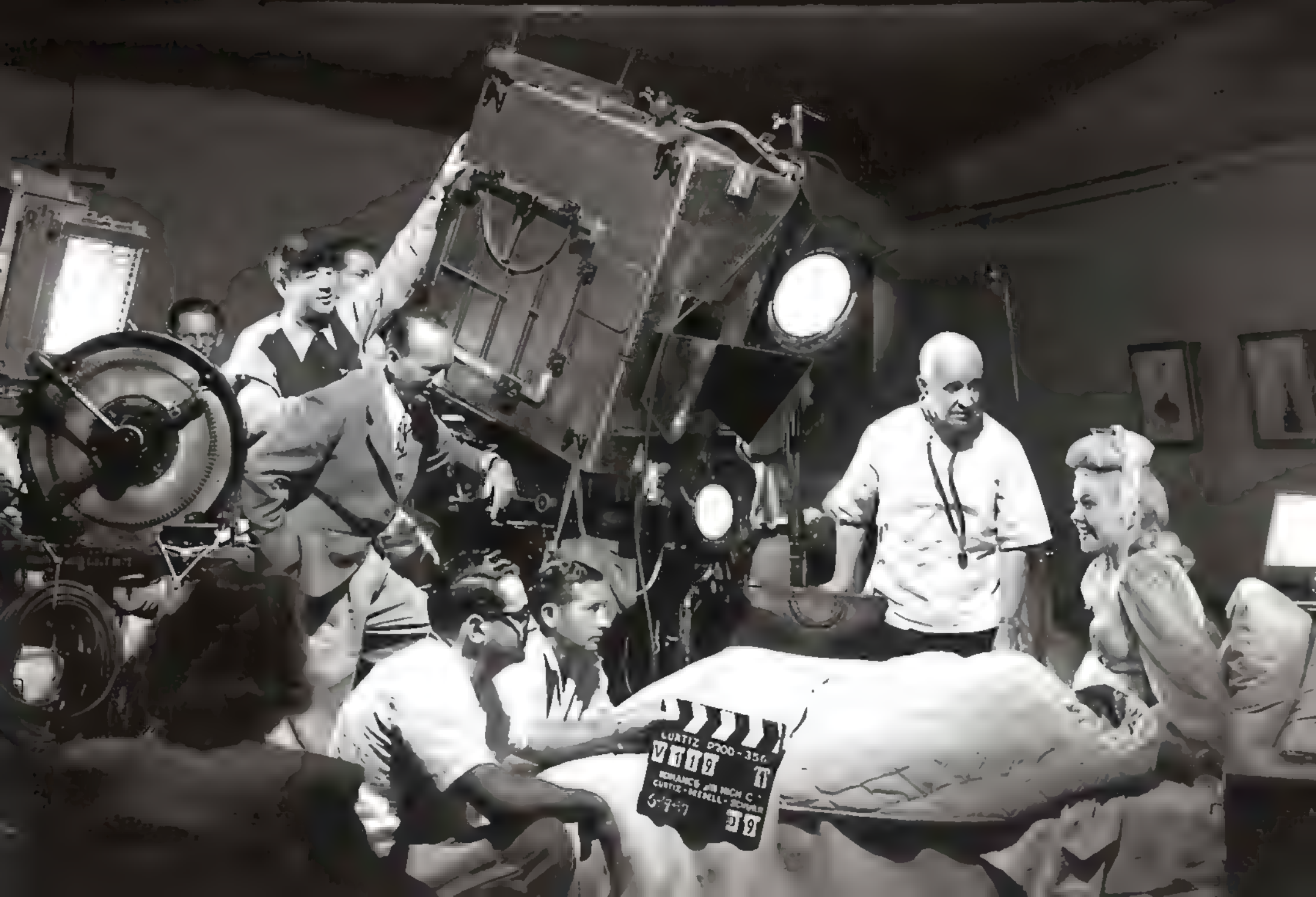
BATTLESHIP

U.S.S. MISSOURI 17/6

(Scaled from Official Blue Prints)

"We assembled it ourselves"

that's why we chose–


CURTIZ 9700-356
VIII
II
CURTIZ - MESELL - SCHWAB
39

Yes, it's here!

FLUORESCENT

THE MARVELOUS NEW LIGHTING FOR STORES, OFFICES, FACTORIES

with G-E MAZDA "F" lamps

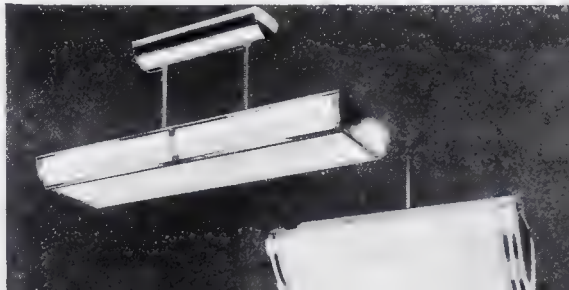
NOW AT NEW LOW PRICES
Prices on G-E MAZDA "F" lamps have recently been reduced for the second time this year.

STEPS UP LIGHT AMAZINGLY

GIVES INDOOR DAYLIGHT

IT'S COOL, PLEASING

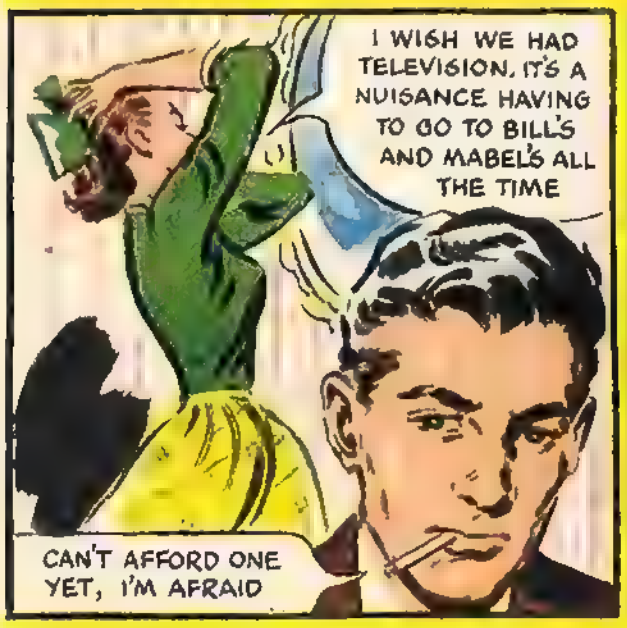
SPEEDS SEEING, HELPS SALES

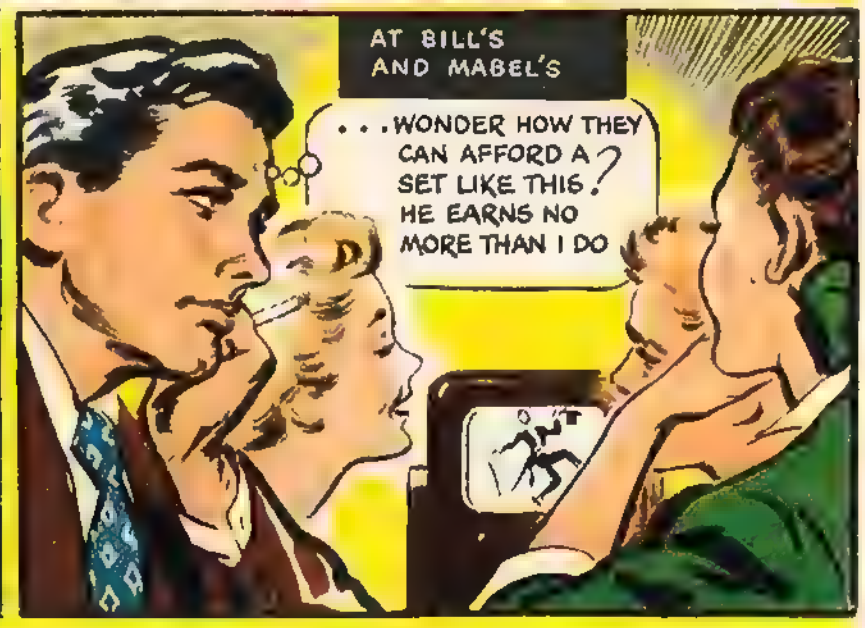


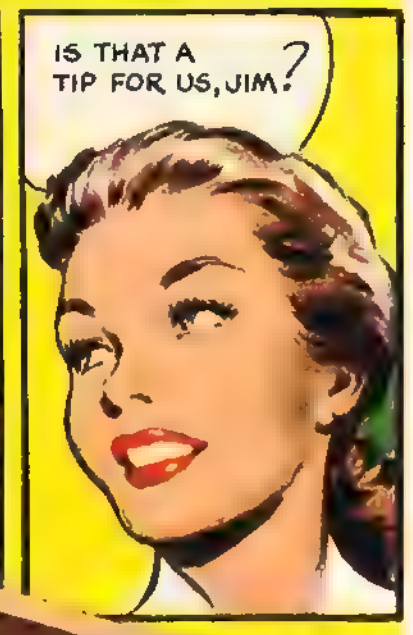
But when you buy fluorescent lighting . . .
be sure it's RIGHT for your needs!

Neighbours with vision!

Jim and Margaret learn to have their cake and eat it.







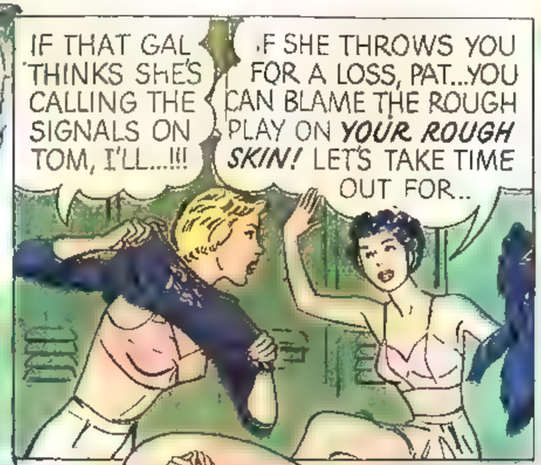
Bar One

All over the country, people who used to buy standard size cigarettes are saving money by changing to Bar One. Thanks to clever blending and shrewd tobacco buying, Bar One have that satisfying, quality-flavour that suits *all* tastes. It's just the right cigarette, of the right size, at the right price.

the new favourite at ten for 1/4d

Manufactured by J. Wix & Sons Ltd.

"Yeah...the Team Won—but I Lost!"



JUST MARRIED!

...another Woodbury deb!

Former Rebecca Anne Bowen of Dallas, Texas, bride of Carl Preston Wallace, says—

"For romance appeal, it's Woodbury-smooth skin!"

PARSONS TONIGHT ABC

SQUEEKIE!

YOUR DREAM-BOY WILL BE AT THE DANCE TONIGHT, TESS. BETTER HURRY!

COUNT ME OUT, SQUEEKIE! MY HAIR LOOKS LIKE A MOP!

HERE TRY NEW WILDROOT LIQUID CREAM SHAMPOO

WILL IT HELP?

SURE, SOAPLESS NEW WILDROOT LIQUID CREAM SHAMPOO REVEALS NEW BEAUTY.

MMM- MOUNTAINS OF BILLOWY SUDS! FEELS WONDERFUL!

CONTAINS LANOLIN, TOO!

LOW AS 29¢

SEE, YOUR HAIR'S SO CLEAN IT **SQUEEKS**

AND LOOK HOW SOFT AND EASY TO MANAGE.

AT THE SQUARE DANCE

OFFICE HAYRIDE NEXT WEEK, GOLDILOCKS! COME WITH ME?

LOVE TO!

THANKS TO NEW WILDROOT LIQUID CREAM SHAMPOO!

CHARLIE WILD

PRIVATE DETECTIVE

WATCH OUT!

HELP!

FIRE!

Listen to "Charlie Wild, Private Detective" Newest detective thriller! Radio on Sunday TV on Friday See listings in this paper

WILDROOT CREAM-OIL HAIR TONIC

CHARLIE FIRE

McCOY! I SMELL GASOLINE AND THAT AIN'T WHAT MAKES HORSES GO!

KEEP CALM, GIRLS I'LL SAVE YOU!

HE'S A HERO!

GOT YA!

HEY, CHARLIE YOU GOT THE WRONG GUY!

HE'S A WRONG GUY, ALL RIGHT! HE SPILLED GASOLINE ON HIS LEATHER JACKET WHEN HE STARTED THE FIRE!

I ONLY DID IT TO ATTRACT ATTENTION AND BECOME POPULAR

THERE'S A BETTER WAY TO GET POPULAR, SONNY, JUST PUT WILDROOT CREAM-OIL ON THAT MOP—AND YOU'LL LOOK LIKE A REAL HERO!

CHARLIE WILD, PRIVATE DETECTIVE, ASKS-

"Can Your Scalp Pass The FINGERNAIL TEST?"

TRY IT! SCRATCH YOUR HEAD. IF YOU FIND SIGNS OF DRYNESS OR LOOSE, UGLY DANDRUFF YOU NEED WILDROOT CREAM-OIL HAIR TONIC! NON-ALCOHOLIC! CONTAINS SOOTHING LANOLIN!

SMART GIRLS USE WILDROOT CREAM-OIL FOR QUICK GROOMING AND FOR RELIEVING DRYNESS BETWEEN PERMANENTS!

SMART GUYS USE WILDROOT CREAM-OIL BECAUSE GIRLS LIKE MEN WITH WELL-GROOMED HAIR!

MOTHERS FIND IT'S IDEAL FOR TRAINING CHILDREN'S HAIR

WILDROOT CREAM-OIL HAIR TONIC — GROOMS THE HAIR · RELIEVES DRYNESS · REMOVES LOOSE DANDRUFF · LANOLIN · WILDROOT CO. INC.

WILDROOT CREAM-OIL Hair Tonic · NON-ALCOHOLIC · CONTAINS LANOLIN · LOW AS 29¢

YES, EVERYBODY USES WILDROOT CREAM-OIL—MEN, WOMEN, CHILDREN, TOO!

J. ARTHUR RANK *presenta:* UN MAGNIFICO **TECHNICOLOR**

Un uomo in duello con il Destino!
Una donna desiderata più d'ogni altra

DAVID NIVEN . KIM HUNTER
ROGER LIVESEY . RAYMOND MASSEY
MARIUS GORING *in*

SCALA AL PARADISO

(STAIRWAY TO HEAVEN)

Regia:
MICHAEL POWELL
EMERIC PRESSBURGER

Prod. ARCHERS

DISTRIBUZIONE
EAGLE-LION

FOR VICTORY
BUY
WAR
QUALITY
SALES

YOU Can Have A Lovelier Complexion in 14 Days with Palmolive Soap, Doctors Prove!

NOT JUST A PROMISE . . .
but actual proof from 36 leading skin specialists that Palmolive Soap facials can bring new complexion beauty to 2 out of 3 women . . . no matter what their age or type of skin!

Never before these tests have there been such sensational beauty results! Yes, skin specialists' tests on 1285 women proved that in 14 days regular facials with Palmolive Soap *alone* bring lovelier complexions to 2 out of 3 women. These remarkable results were proved on women of all ages, with all types of skin—dry, normal, oily. Proof that Palmolive facials really work to bring you a lovelier complexion.

DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!

You, Too, May Look For These Complexion Improvements in 14 days!

- Fresher, Brighter Complexions!
- Less oiliness!
- Added softness, smoothness even for dry skin!
- Complexions clearer, more radiant!
- Fewer tiny blemishes—incipient blackheads!

For Tub or Shower
Get Big
Bath Size Palmolive!

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DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!

DICK HAYMES STARRING IN AN ARTISTS ALLIANCE PRODUCTION "ONE TOUCH OF VENUS," A UNIVERSAL-INTERNATIONAL RELEASE

The hat is part of the man

Dick Haymes really knows how to pick casual clothes. Of course he tops them off with a Stetson. Doesn't that Stetson *Whippet* in Moor Grey do things for Dick's fall outfit? It's the smartest-looking hat that ever put the crowning touch on country tweeds. Looks swell on Dick—and it will on you.

The STETSON *Whippet $10*

More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada.

ROBERT CUMMINGS STARRING IN HAL WALLIS' "BITTER VICTORY," A PARAMOUNT PICTURE

The hat is part of the man

Robert Cummings really knows clothes. Knows how to put together a casual outfit that stands out in any crowd. Naturally he tops it off with a Stetson. Doesn't the Stetson *Lancer*, in *Willow*, add to Bob's natural good looks and good taste? Its smart, straightforward style and its soft, fur felt would do the same thing for you.

The STETSON *Lancer* $16.50

More people wear Stetson Hats than any other brand. Stetson Hats are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada

DANA ANDREWS, STARRING IN "THE FORBIDDEN STREET," A 20TH CENTURY-FOX PRODUCTION

The Stetson is part of the man

Dana Andrews prides himself on being well dressed. And the hat he always wears when he goes out is naturally a Stetson! Why naturally? Because to him Stetson is synonymous with the finest quality in hats, and always has been. Doesn't the *Flagship* in *Cadet Blue* look swell on him? See if it won't do as much for you.

The Flagship by STETSON *in Cadet Blue* $12.50

More people wear Stetson Hats than any other brand. Stetson Hats for men and women are made in U.S. by John B. Stetson Company and its subsidiary companies in the United States and Canada.

Now the DRIVE-IN ON BLUE MOUND RD.

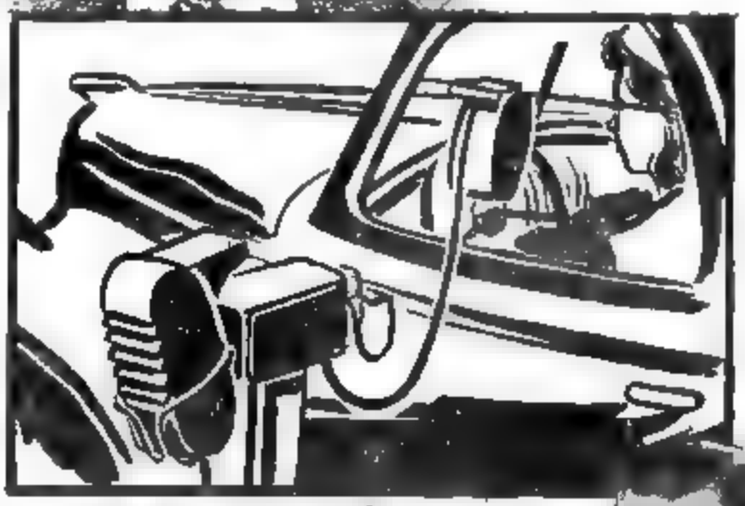
brings you a miracle in sound....

RCA IN-CAR SPEAKERS

With installation of RCA IN-CAR SPEAKERS, the drive-in theatre now offers you absolute tonal fidelity in sound reproduction . . . This IN-CAR SPEAKER achieves a new realism and perfection in tone, equal to the finest radio in the land!

And what's more, you are the sound engineer! For with the IN-CAR SPEAKER you regulate the volume of sound to suit your own precise needs . . . want the dialogue a little louder, or the background music softer? Then, just adjust the speaker to the volume you prefer!

Visit the DRIVE-IN THEATRE soon and thrill to sound unblemished by distortion . . . you'll readily agree that RCA'S new IN-CAR SPEAKER is truly a miracle in sound!



WIN A JEEP!
OR $1000.00 CASH

ENTER *Pepsodent's* SENSATIONAL NEW CONTEST

20 NEW POST-WAR JEEPS
PLUS $10,000.00 IN CASH PRIZES

$30,000.00
worth of prizes in all

20 GRAND PRIZES—
Each a Postwar Jeep or $1,000 Cash
5 Prizes . . each $500 Cash
60 Prizes . . each $50 Cash
450 Prizes . . each $10 Cash
535 Opportunities to Win

What a Car for Work or Play!

Winners get their choice of colors!

In your new Jeep you'll get new economy and performance features never found in a civilian car before! Leap to a flying start at the get-a-way . . . cruise at mile-a-minute speed on the highway! Shift from its speedy 2-wheel to heavy duty 4-wheel drive and cut across open fields . . . charge through mud, sand, water, snow, ice . . . climb a 65-degree grade! Your new Jeep stops at nothing! You can *go* places *any* place, *any* time! It's a sport runabout, sturdy light truck, and jaunty station wagon—all-in-one!

Made by Willys Overland, makers of the original military Jeep. Has famous Jeep engine. Steering column gear shift. Folding windshield. Heavy duty tires. Folding top. Removable rear seat. Drop tail gate. Sealed beam headlights. New easy-riding springs and shock absorbers. Don't miss your opportunity to win it! Mail your entry today!

IT'S EASY, EXCITING, TIMELY! JUST FINISH THIS SENTENCE

"We should not cash in our War Bonds because....."

(Finish this sentence in 25 additional words or less.)

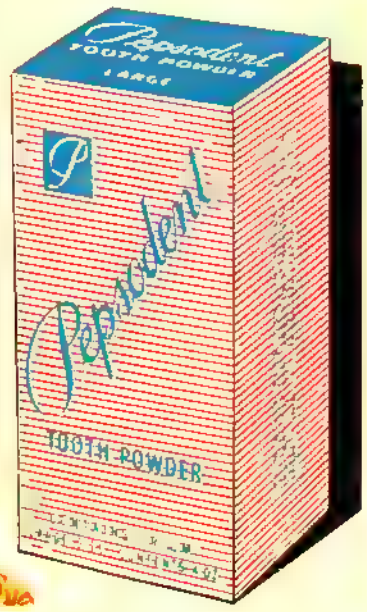
Imagine owning a brand new postwar Jeep! A genuine Willys Jeep—the tough little glamour car of World War II—now thrillingly improved for postwar civilian use!

That's exactly what *twenty* grand prize winners will *win* in this exciting new contest. And lots of big cash prizes, too!

It's *easy* for any one who's ever owned a war bond . . . and by entering you'll be helping a good cause, too! Just by finishing that easy contest sentence we all strengthen our determination to help America by keeping our war bonds. So enter now! Decide to win one of those big cash prizes or a brand new postwar Jeep!

TIPS TO HELP YOU WIN!

Start your sentence this way: "We should *not* cash in our war bonds because . . ." then finish it in 25 additional words or less. That's easy! Holding on to war bonds helps America's peacetime recovery . . . provides money for your children's education . . . gives you money for a new home . . . helps stop inflation. Just put down the reasons that mean most to you and your letter will write itself! Even if you've had to cash in bonds . . . you know how you miss that feeling of security they give. Yes, everyone who has ever bought or sold a bond can think of dozens of ideas that may win! So enter now and perhaps win a new postwar Jeep or $1,000.00 cash!



Tune in Bob Hope for more Contest News and Names of Jeep Winners!

ENTER NOW! SAVE THESE EASY RULES

1. Finish this sentence in 25 additional words or less "We should *not* cash in our war bonds because . . ."

2. Write on any sheet of paper. Be sure to print your name and address clearly. Write on one side of the paper only.

3. Mail your entry to Pepsodent, Box 3636, Chicago 54, Illinois. Send as many entries as you wish, but each entry must be accompanied by a box top (or facsimile) from any size package of Pepsodent Tooth Powder. Use sufficient postage.

4. Entries will be judged on originality and sincerity by independent judges. Duplicate prizes in case of ties. Judges' decisions are final. No entries returned. All entries and ideas contained therein become property of Pepsodent Division of Lever Brothers Company.

5. All persons in Continental United States, its territories and possessions and United States Armed Forces personnel everywhere may enter except employees of Pepsodent Division and Lever Brothers Company, their advertising agencies and their families. Contest subject to all Federal and State regulations.

6. Major prize winners will be announced on the Bob Hope radio program as soon as possible after the contest closes. Complete list of winners will be sent to anyone sending a stamped, self-addressed envelope.

7. Contest closes Sunday, November 11, 1945. All entries must be *postmarked before* midnight of that date and received before December 1, 1945.

WALT DISNEY'S

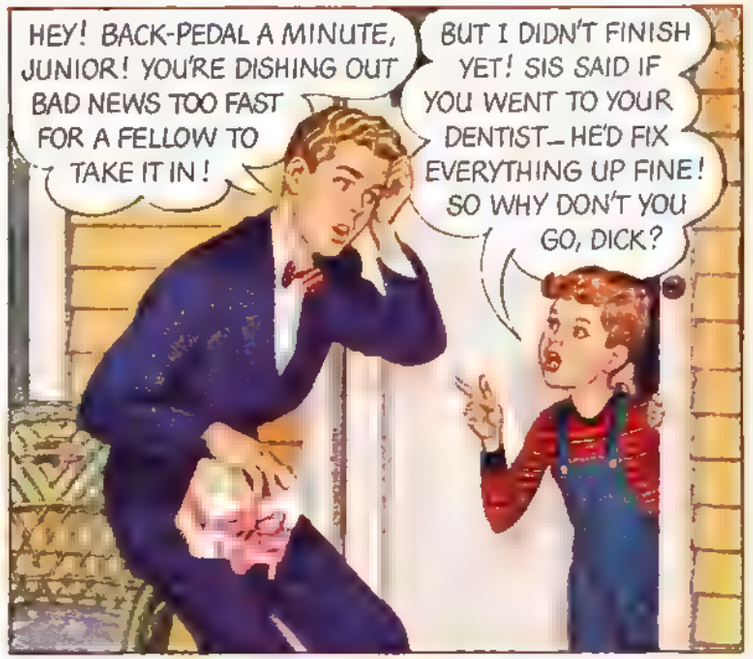
Donald Duck

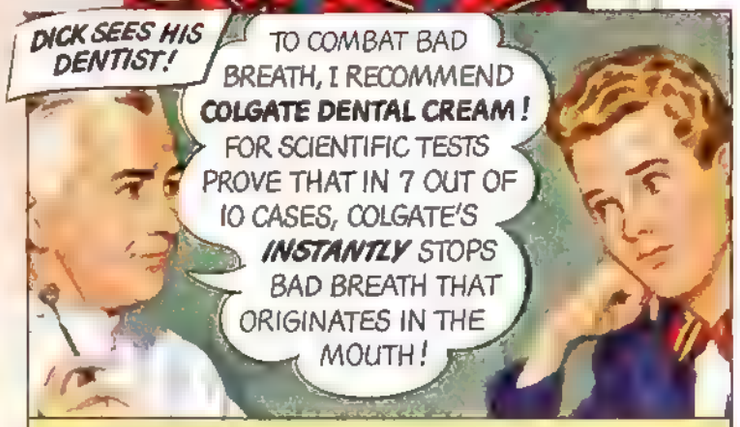
MR. DUCK STEPS OUT

In Technicolor

RELEASED THROUGH R·K·O RADIO

Sis Says She Just Went Out!





"HERE'S WHY: COLGATE DENTAL CREAM HAS AN ACTIVE *PENETRATING* FOAM THAT GETS INTO THE HIDDEN CREVICES BETWEEN TEETH — HELPS CLEAN OUT DECAYING FOOD PARTICLES — STOP STAGNANT SALIVA ODORS — REMOVE THE *CAUSE* OF MUCH BAD BREATH. AND COLGATE'S SOFT POLISHING AGENT CLEANS ENAMEL THOROUGHLY, GENTLY, *SAFELY!"*

It cleans your breath while it cleans your teeth!

Always use **COLGATE DENTAL CREAM** *after you eat and before every date!*

A Promise of Loveliness Fulfilled

LOOK YOUR GLAMOROUS BEST AND KNOW IT, IN LIFE BY FORMFIT!

Slip into Formfit's Life Foundation, and a subtle transformation occurs! You *know* your figure is one sleek, young line from bust to thighs. You *know* your clothes fit smoother. So you glow with new poise, new confidence that brings to life the true beauty of you! Only Life Foundation combines, in one garment, the wonder-working features of both Life Bra and Life Girdle. Keeps bust high and young—tummy flat, waist trim, hips and thighs slimmer, smoother. All this, with fabulous extra-free comfort! Be fitted in a Life Foundation and see. You'll know then why more women demand Formfit than any other make.

Life Foundations from $10.95

THE FORMFIT COMPANY, CHICAGO, NEW YORK

Life by Formfit

FOR FIT, FOR COMFORT,

For a Sweetheart of a Figure

Help Wanted — Male!

The Stetson is part of the man

Bing Crosby never goes out without his Stetson — says he just doesn't feel well dressed. He knows, too, that famous Stetson quality is—and has been as long as he can remember—first in hats. Isn't the *Whippet* in *Sycamore* a knockout on Bing? See what it can do for you!

The Whippet by STETSON *in Sycamore $10*

More people wear Stetson Hats than any other brand. Stetson Hats for men and women are made only by John B. Stetson Company and its subsidiary companies in the United States and Canada

"The best motor oil? I've found that Gulfpride's far and away the best."

• You can rely on Gulfpride to protect your car.

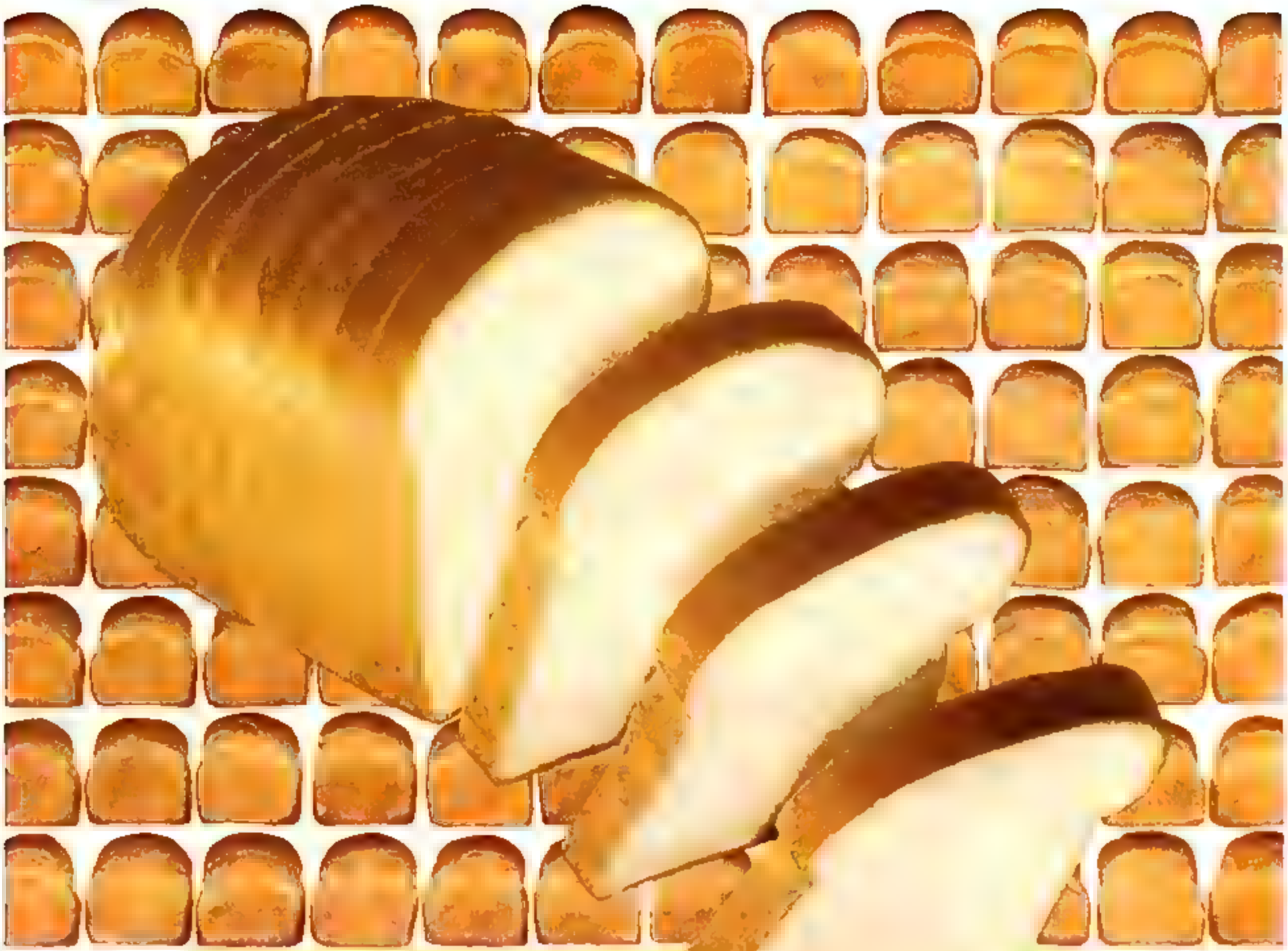
This superior oil is *tougher* in film strength . . . tougher, too, in resisting carbon and sludge-formation.

Because it keeps motors clean and smooth running longer, Gulfpride is more than worth the few cents extra.

The only motor oil refined by the Aldrich process, Gulfpride is, we believe, "the world's finest motor oil."

Gulfpride

THE WORLD'S FINEST MOTOR OIL



Dry Milk

MAKES BETTER BREAD

● Loaf by loaf — slice by slice — its *extra goodness* is revealed. It's *bread at its best* — better *looking* — better *eating* — better *tasting* — these are important ways because of the Nonfat Milk Solids.

BETTER FLAVOR — Milk sugar, minerals, proteins make bread delightfully rich and mellow.

MORE FOOD VALUE — Proteins containing all essential amino acids; high in calcium, phosphorus, other minerals and vitamins.

EXTRA FRESHNESS — Moist, even freshness.

BETTER TOASTING — Bread that toasts evenly — tastes so good!

No wonder so many progressive bakers use at least 6 percent Nonfat Milk Solids in bread. In so many other foods, too, such as food mixes, meat products, candies — it's Nonfat Milk Solids — *the magic ingredient*.

FIRST IN FOODS

AMERICAN DAIRY ASSOCIATION

20 N. Wacker Drive Bldg., Chicago 6, Illinois

"Voice of the Dairy Farmer"

WILL THE TOWN OF TOMORROW LOOK LIKE THIS? . . . . .

Here's one conception of the Town of Tomorrow, in which traffic hazards are minimized, air travel facilities made more convenient and buildings constructed to functional design. Years away? Perhaps! But it illustrates how earnestly people are trying to make this world a better, safer, cleaner, happier place in which to work and live.

THE TIRE OF TOMORROW IS HERE TODAY

RIGHT now you can get tires that will give you extra safety and extra mileage, even at tomorrow's super-highway speeds. Yes, today's Firestone DeLuxe Champions are setting new performance records on the speedway and on the highway. Recently, Wilbur Shaw averaged 100.34 miles an hour for 500 miles at Indianapolis on stock Firestone DeLuxe Champions, just like you can buy at any Firestone dealer store or Firestone store. Firestone DeLuxe Champions stay safer longer because they are built with patented and exclusive features, developed through Firestone research, such as Safti-Lock Gum-Dipped Cord Body, Gear-Grip Tread, Safti-Sured Construction and Vitamic Rubber. And remember, they are the *only* synthetic rubber tires made that are safety-proved on the speedway for your protection on the highway.

For the best in music listen to the "Voice of Firestone" every Monday evening over NBC network.

MANY DEPARTMENTS TO SERVE YOU AT YOUR NEARBY FIRESTONE DEALER STORE OR FIRESTONE STORE . . .

Tires and Tubes • Recapping and Repairing • Batteries
Spark Plugs • Brake Lining • Auto Supplies • Radio Supplies
Housewares • Farm, Lawn and Garden Supplies • Hardware
Toys, Games and Books • Clothing • Leather Goods • Paints
Recreation Supplies • Wheel Goods

Firestone

De Luxe CHAMPION TIRES

Copyright, 1945, The Firestone Tire & Rubber Co.

WHAT'S YOUR FAVORITE

PICNIC SANDWICH?

*Lou Boudreau's favorite

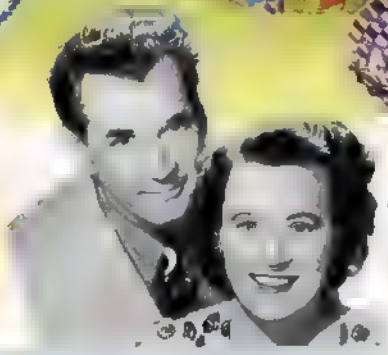
Hamburger with a "he-man" flavor twist. Add a teaspoon of grated onion to each tablespoon of softened butter or margarine and spread on split hamburger buns. Make a sandwich with a hot seasoned hamburger, lettuce, and chili sauce or relish.

*Player-manager of the Cleveland Indians baseball's World Champions.

* Miss America's favorite

Peanut butter and jelly (or mayonnaise) between slices of enriched white bread—but with this trick: Sprinkle a tablespoon of finely chopped celery on the peanut butter for its crispness. If you want lettuce too, wrap it separately in waxed paper and add to the sandwich at the picnic.

*Beautiful and talented BEBE SHOPP, 18, crowned queen at Atlantic City.



Pack "6-way nourishment" in your picnic basket!

Munchy slices of fresh, flavory bread for sandwiches . . . hamburger buns and wiener rolls to toast over the campfire coals . . . why that's where picnics *begin!* And the eating's mighty good.

But see those flags! Modern enriched breads and flour are a real storehouse of nutrients we need every day to keep healthy and trim. So pack lots of that *6-way nourishment* in your picnic basket.

"IS BREAD FATTENING?" Not a bit more so than any other food of equal energy content. Nutritionists point out that the carbohydrates of bread are easily converted into energy which is then used by the body as needed.

WHEAT FLOUR INSTITUTE

*Fibber McGee's favorite—as Molly makes it

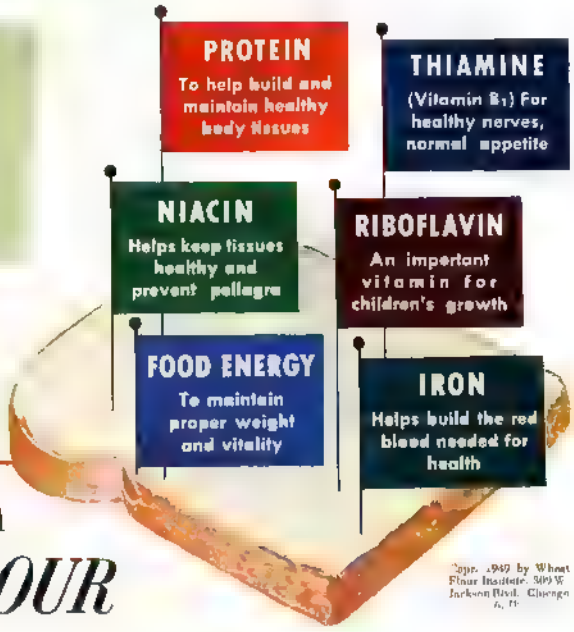
Frizzle slices of cooked ham in hot butter or margarine, adding 1½ teaspoons of drained prepared horseradish to each 2 tablespoons of butter or margarine. Place the ham between slices of enriched white bread with a slice of cheese and crisp lettuce.

*FIBBER McGEE & MOLLY, stars of Johnson's Wax program, back on NBC in September.

Photo by Park

Eleanor Roosevelt's favorite

Simply a "hot dog" with mustard on a roll. It's not surprising that the wife of our late president, Franklin D. Roosevelt, should have served this popular American sandwich at their Hyde Park picnic for the King and Queen of England. It's her favorite for *all* her picnics.



There's 6-way nourishment in *ENRICHED BREAD and FLOUR*

Copr. 1949 by Wheat Flour Institute, 309 W. Jackson Blvd., Chicago 6, Ill.

PYREX

3 QUART SIZE

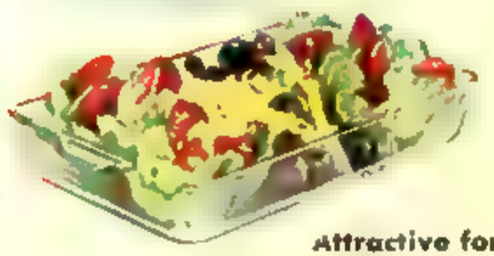
DOZENS OF HOUSEHOLD USES

Keeps Food Hot for Serving

No chance for foods to get cold when you Bake and Serve in the same dish.

Wonderful for Roasts & Poultry

Bring meats piping hot from oven to table—Save all the delicious juices.



Attractive for Serving Salads

Crisp, cool salads look tastier and more appealing in sparkling, clear PYREX Ware

Cuts into 24 Generous Servings

Extra large size makes baking for parties easy. It's ideal for church suppers and outdoor picnics too.

UTILITY DISH

the magnificent gesture

Chivalry still lives in the gracious raising of your hat to a lady. This small, almost effortless gesture means so much. To her, it is a symbol of your respect and good breeding. To you, it is a way of saying hello with an extra measure of grace, self-assurance and flair. Next time you raise your hat to a lady, be sure it is worthy of your magnificent gesture. Be sure it's the right hat — the right shade, the right shape, the right style for you. You can be sure you're getting the right hat when you consult a *Recognized Hatter* — wherever the plaque shown below is featured.

you're wrong
Grey hat with brown topcoat — colour clashing pickles almost cream.

you're right
Quartz grey with fine-face hat matches with grey or blue mixture coats for town wear.

you're wrong
Blue hat and brown coat clash and spoil the harmony in this picture.

you're right
Blue hats make good looking mates for blue or grey topcoats.

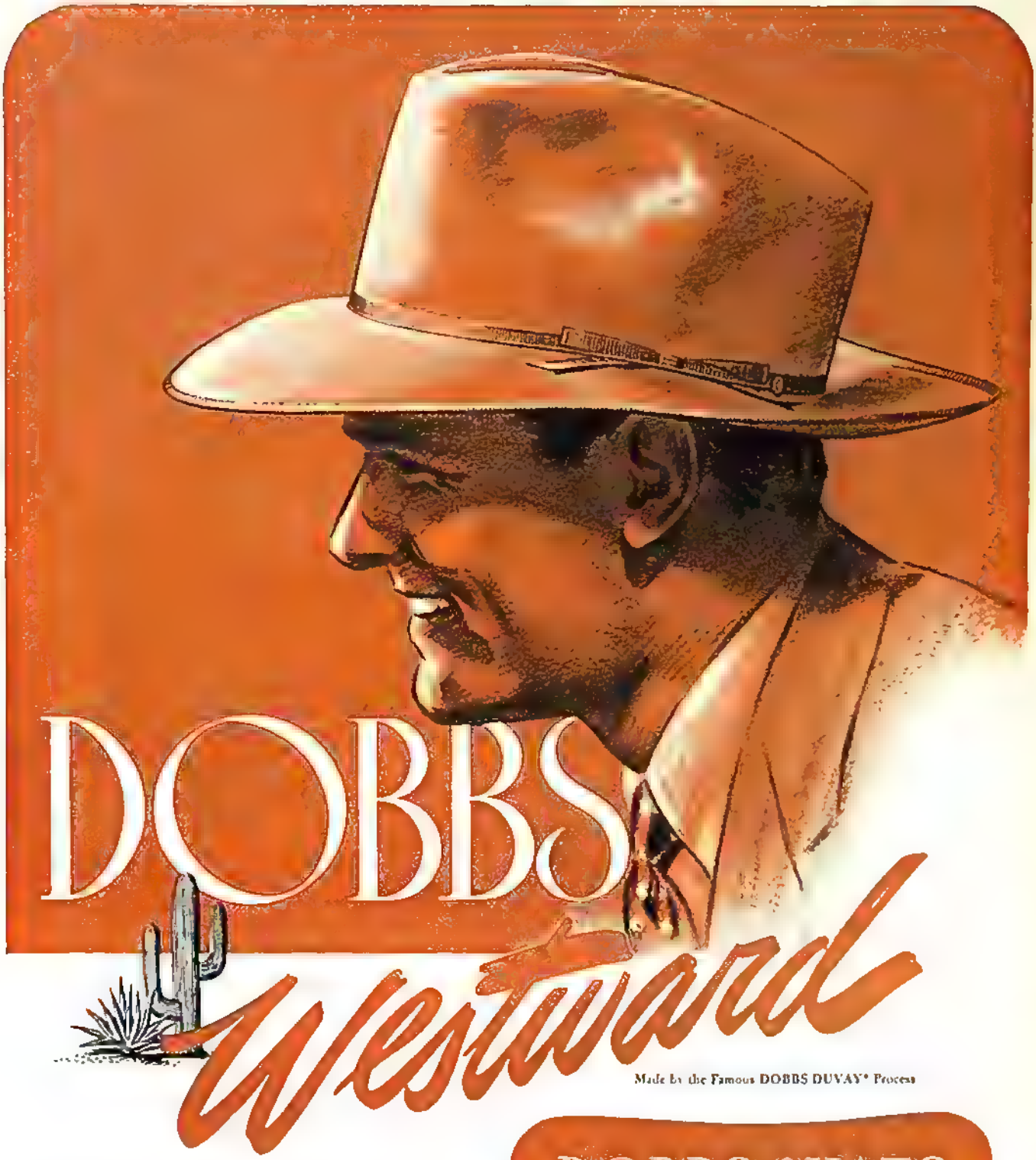
you're wrong
Derby and dinner jacket look right — but are definitely off the formal style beam.

you're right
The right hat with a dinner jacket is a Homburg or an Opera hat.

wear a hat . . . it gives you poise

RECOGNIZED Hat Research Foundation

This [illegible] stores [illegible] Recognized [illegible]



Yes, the Finest Lightweight Felt ever worked by the hand of man!

Here's the crowning achievement of years of hat making...a world-beater of a hat...and a world of lightweight living pleasure for you!

Yes—thanks to the Dobbs Duvay* Process the world's finest lightweight is yours. This unique felting method combines skilled handwork with certain production methods known only to Dobbs!

*Reg. U. S. Pat. Off.

DOBBS HATS

New York's Leading Hatters

417 FIFTH AVENUE • NEW YORK

SALLY SPILLS THE BEANS!

FUN FOR EVERYONE

MAKE YOUR OWN

SECRET CODES

WITH

Lawrence

CODE MAKER

COMPLETE INSTRUCTION BOOK FOR MAKING AND SOLVING CODES

HEPCATS

Jive Talk

FDC

DICTIONARY

25¢

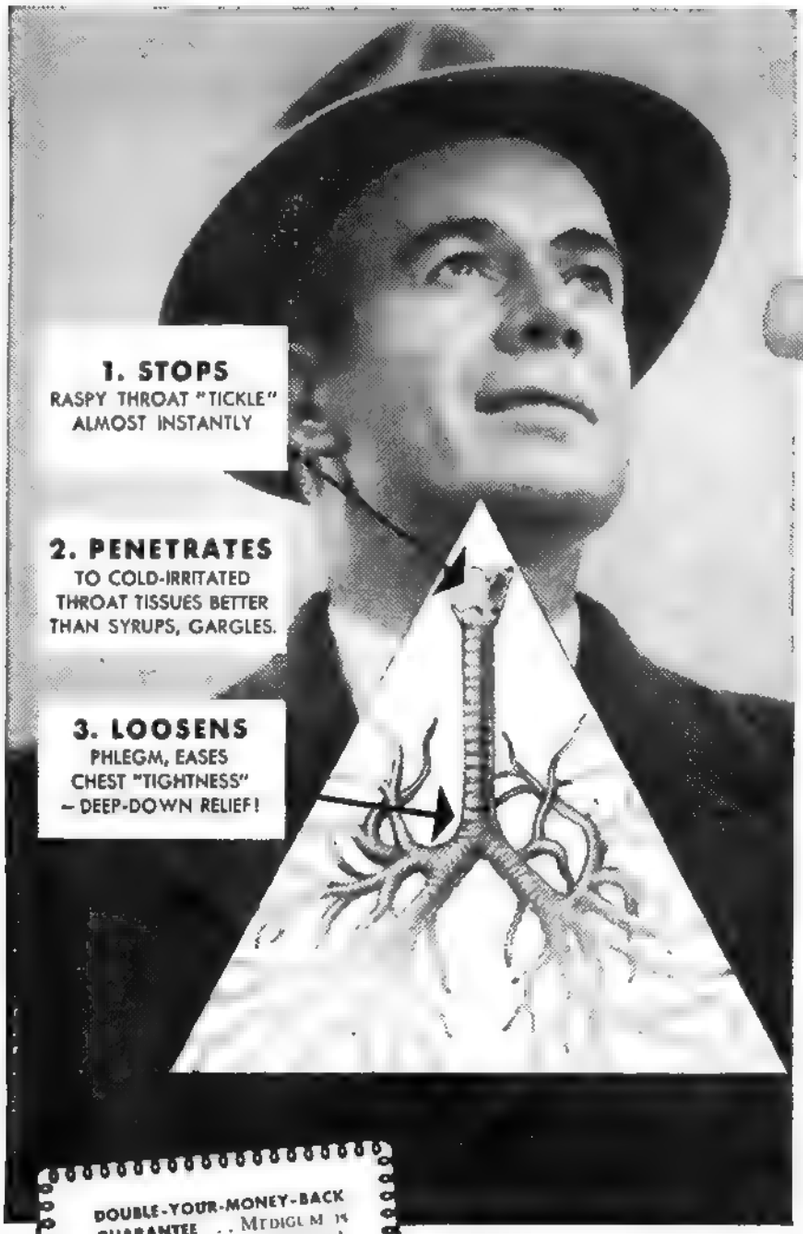
MORE THAN 1500 WORDS AND PHRASES

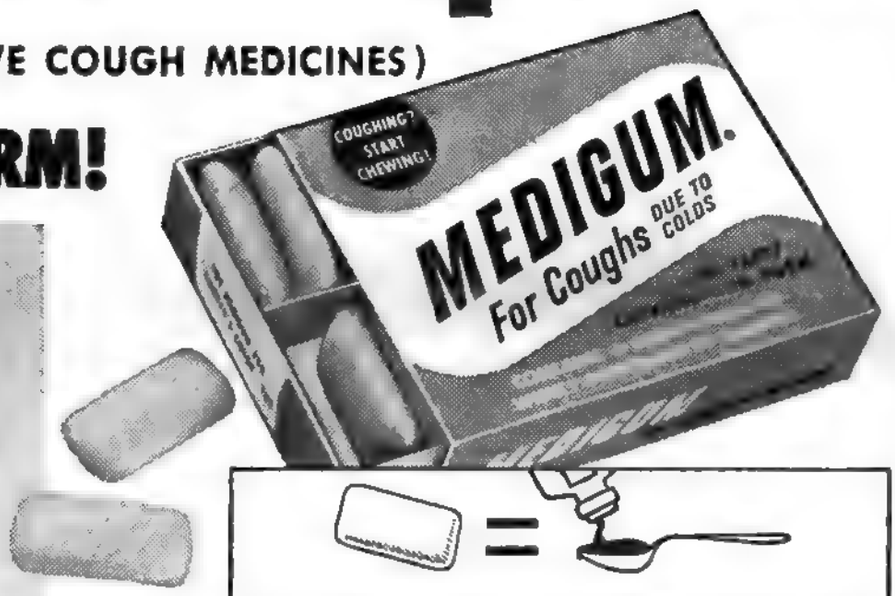
NEW!

Like a Doctor's Cough Prescription

(COMBINES THREE HIGHLY EFFECTIVE COUGH MEDICINES)

IN CHEWING-GUM FORM!





EACH MEDIGUM TABLET GIVES YOU MORE MEDICINE—AND MORE EFFECTIVE MEDICINE—THAN A WHOLE TEASPOONFUL OF A WIDELY USED PRESCRIPTION COUGH REMEDY.

Deep-Down Medicinal Relief for COUGHS due to COLDS

"SMOKER'S COUGH"—COLD-IRRITATED THROAT

Now no need to be tortured by nagging coughs due to colds.. annoying "Smoker's Cough"...or raspy, cold-irritated throat. For wonderful, deep-down *medicinal* relief – for relief that *starts in seconds*—just chew amazing new MEDIGUM!

Like a doctor's cough prescription, MEDIGUM gives you the comforting action of not just one, but *three* effective cough medicines...in *handy chewing-gum form!*

Medicates as You Chew

As you chew MEDIGUM, a *continuing* medicated bath penetrates to and soothes irritated throat tissues as no other type of cough medicine can do. Relief is amazing!

MEDIGUM instantly moistens and soothes dry, raspy throat—stops "tickle." Quickly relieves cold-irritated throat tissues that syrups and gargles may not even touch. And in coughs due to colds, MEDIGUM works deep-down...loosens bronchial phlegm...eases chest "tightness." You feel better faster.

Delicious—Easy to Take

MEDIGUM tastes delicious. Chew it at home, at work, while driving a car. For the good of your whole family, get new MEDIGUM today!

HIGHLY RECOMMENDED FOR CHILDREN

MEDIGUM is ideal for children as well as grown-ups. They take it gladly, when needed, because it tastes so good. And it doesn't upset even delicate digestions...doesn't spoil appetites like sugary syrups.

DOUBLE-YOUR-MONEY-BACK GUARANTEE .. MEDIGUM is unconditionally guaranteed. If MEDIGUM does not give you faster, more satisfactory, *more complete* relief than any other cough medicine you ever tried, at any price, return package with unused portion of contents to us for double-your-money-back. Pharmaco, Inc., Kenilworth, New Jersey.

MEDIGUM®

16 TABLETS 35¢

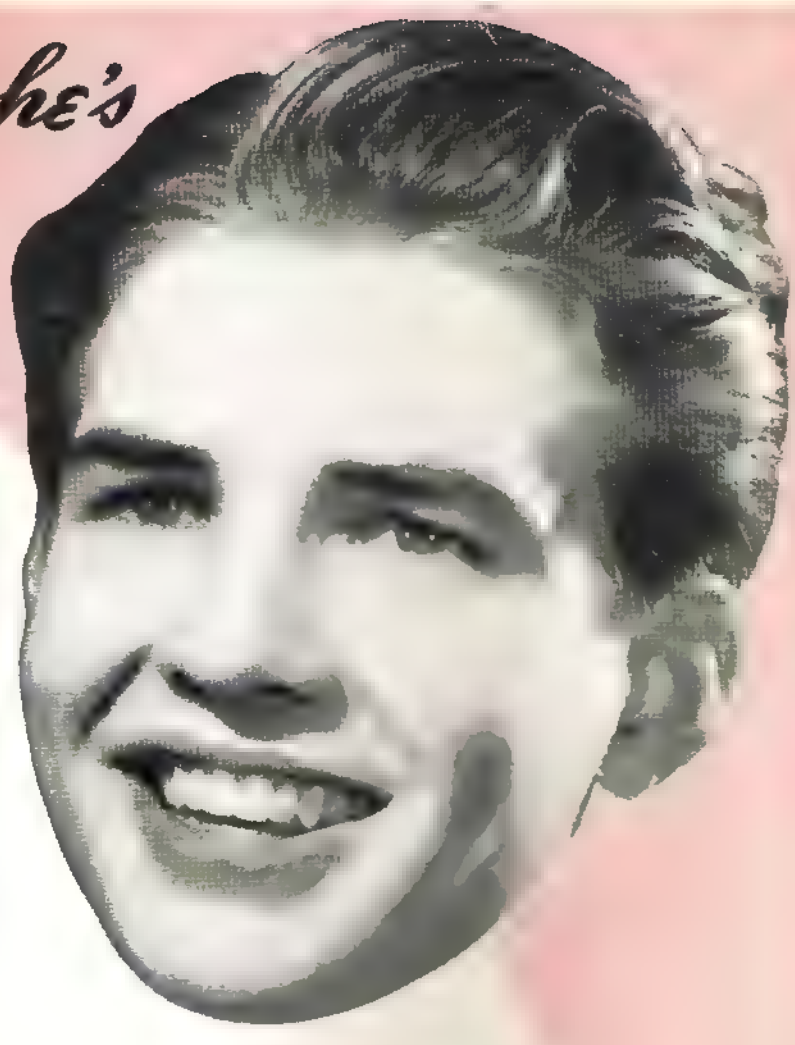
From the World's Largest Specialists in Chewing-Gum Medicines

"I SIMPLY REMINDED HER THAT EVERY ONE PERSPIRES, EVEN IN WINTER—THAT

PERSPIRATION IS ACID

...IT ROTS STOCKINGS!

He looks to you...and he's your responsibility



SUPPORTER WILT IS DANGEROUS!

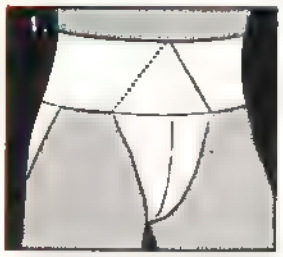
● No coach is interested in just *part-time* protection for his athletes. Full protection *every playing moment* is essential. And that means proper equipment starting with a comfortable, effective non-chafing supporter.

For these important reasons Bike is chosen by most coaches to support *all* their teams. Bike's special *non-wilt* features assure the kind of support every athlete needs—dependable, long lasting, comfortable. The finer materials in Bike guarantee it. And Bike's two famous numbers, 5 and 55, alone in the athletic goods field use famous "Lastex," the miracle yarn.

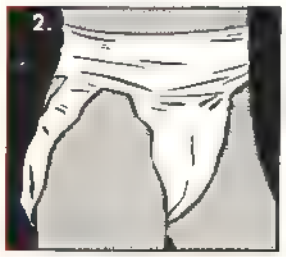
For full protection . . . for lasting support . . . equip your men with Bike Nos. 5 or 55, the supporters worn by more athletes than any other make.

BIKE quality assures dependable, lasting support

Bike Nos. 5 and 55 offer these important non-wilt *features*



1. "LASTEX, THE MIRACLE YARN THAT MAKES THINGS FIT." *Bike Nos. 5 and 55 alone* in the athletic goods field use "Lastex yarn." The greater uniformity of a cross section of "Lastex" assures longer life.



2. NO SIZING TO CAUSE WILT FROM REPEATED LAUNDERINGS. Every Bike pouch is full size for maximum wear and comfort. No skimping of materials to cause binding.

3. TEST BIKE YOURSELF FOR ELASTICITY, FOR STRENGTH. No sizing or filler assures Bike's greater elasticity and longer life.

PRE-SHRUNK! All Bike elastic is pre-shrunk in a special solution, then carefully dried without tension. Another reason why Bike gives long-lasting comfort and protection—can take hard use and extra washings.

BIKE 5 and 55 SUPPORTERS

THE BIKE

SALES AGENTS: *A. S. Calloway & Co., 306 Broadway, New York • Martin & Martin, 5 South Wabash Avenue, Chicago • McDonald & Billmire, 604 Mission Street, San Francisco • John H. Graham & Company, Inc., 105 Duane Street, New York • H. B. Hughes, 1209 N. Edgefield Ave., Dallas*

BIKE WEB MANUFACTURING COMPANY *DANA E. MORRISON, President, 41 West 25th Street, Chicago*

(F) GRAY KID LEATHER
3 J C34 2¾ in Spike heel
3 J C35 2 inch Cuban heel
WHITE SMOOTH LEATHER
3 J C36 2¾ in Spike heel
3 J C37 2 inch Cuban heel
SIZES 3 to 9, widths C D E.
State size nos in shoe **$1.79**
Shpg. wt 1 lb 2 ozs.
Side-winged adorables peppered with perforations. Fine quality throughout. Leather soles.

(K) SHADED BEIGE SUEDE
3 J A59 2¾ in Spike heel
3 J A60 2 in Cuban heel
SHADED BLUE SUEDE
3 J A61 2¾ in Spike heel
3 J A62 2 in Cuban heel
SIZES 3 to 9, wide widths.
State size nos in shoe **$2.29**
Shpg. wt 1 lb. 4 ozs.
Color is used with superb artistry on these. Smooth Leather tip and heel. Durable leather sole.

(G) PURPLE AND RED SUEDE
3 J B82 2¾ in Spike heel
3 J B83 2 inch Cuban heel
ALL WHITE SMOOTH LEATHER
3 J B84 2¾ in Spike heel
3 J B85 2 inch Cuban heel
SIZES 3 to 9, widths C D E.
State size nos in shoe **$1.99**
Shpg. wt 1 lb. 4 ozs.
In the newest color-scheme or sunny white. Peep-toe step-ins, fine quality including leather soles.

(L) CLARET KID (WINE)
3 J C44 2¾ in Spike heel
3 J C45 2 in Cuban heel
WHITE SMOOTH LEATHER
3 J C46 2¾ in Spike heel
3 J C47 2 in Cuban heel
SIZES 3 to 9, widths C D E.
State size nos in shoe **$1.99**
Shpg. wt 1 lb 2 ozs.
Pleated and draped with such daintiness! Daintiest newest T-straps, with durable leather sole.

(H) MULTI-COLOR SUEDE
3 J C50 2¾ in Spike heel
3 J C51 2 inch Cuban heel
ALL-WHITE SMOOTH LEATHER
3 J C52 2¾ in Spike heel
3 J C53 2 inch Cuban heel
SIZES 3 to 9 widths C D E
State size nos in shoe **$1.99**
Shpg. wt 1 lb. 2 ozs.
For hey gay 39---these captivating peep-toe sandals (also in White). Leather soles.

(M) **3 J C38** MULTI COLOR
3 J C39 ALL WHITE
SIZES 2½ to 8 wide widths. State size, color, and numbers printed in shoe **99c**
Shpg. wt 1 lb. 2 ozs.
If ever there was a wonder bargain this is it! Snappy good, open-toed sandals in multi-color or white. Of a durable suedelike shoe-material. Leather sole. Neat 1⅝-inch heels.

Every generation of best-dressed men centers its approval on certain favored shirtmakers and fabrics. Today, the combination of Nelson-Paige and Sakana has won a secure place in this circle. For here is the soft, luxurious shirting at its finest, perfectly styled from collar to body-shaped fit. Tailored in Philadelphia by Mylish, Mann & Drucker, Inc.

THOUSANDS NOW SAVE UP TO 10¢ A CAN [3 LB. SIZE] ON AMAZING NEW SHORTENING!

Try dexo, a high quality shortening—tested and approved by Good Housekeeping Bureau—yet it costs less!

dexo works like magic under the most rigid tests. This 100% pure vegetable shortening makes pie crust so tender and flaky . . . gives new lightness and flavor to cakes, biscuits, pastry . . . crisps and browns with tantalizing deliciousness those deep and pan fried favorites such as doughnuts, fritters, eggplant, potatoes and omelets. dexo creams so easily . . . stays fresh and sweet . . . contains no animal fat.

Unconditionally Guaranteed!

dexo will give you excellent results . . . plus save you up to 10¢ a can. And it's unconditionally guaranteed. Money back if you are not 100% pleased.

**(Women who formerly paid higher prices for shortening and who now buy dexo, save as much as 10¢ a 3 lb. can. dexo is also available in convenient 1 lb. cans, priced proportionately low.)*

Tested and Approved Good Housekeeping Bureau

RIGID TEST . . . cakes baked with dexo turn out light and tender, fine textured with really greater volume.

PIE CRUSTS are tender and flaky when made with dexo, the guaranteed 100% pure vegetable shortening. No animal fat

FINE FLAVOR is assured for doughnuts fried the dexo way . . . delicious and digestible. You can depend on its goodness.

LAST WORD in cookery skill is French fried potatoes . for the last word in tastiness and tenderness use dexo.

ANOTHER A&P QUALITY PRODUCT AT A CASH SAVING

Sideral
Brillante para metales
Limpia a la perfección mármoles, espejos y toda clase de vidrios
N.° 0
EL BRILLO DESEADO
Sideral
BRILLANTE PARA METALES
MACHIMBARRENA Y MOYUA S.A. BILBAO

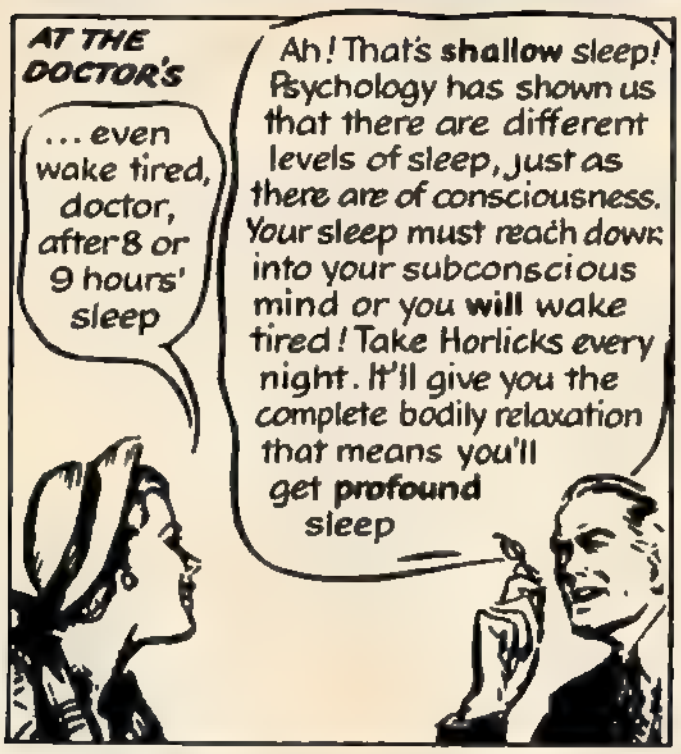
AMERICAN-Standard

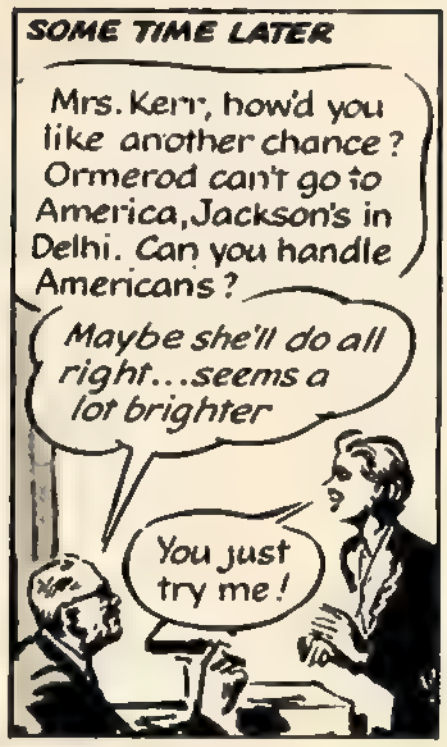
First in heating...first in plumbing

Quality carries on

It's a man's world . . .

October 6, 1951—





I really thought I could hold down a man's job – but what **I couldn't** do was fight that awful tiredness! Thank goodness I went to the doctor and learnt about the importance of profound sleep, **and** how Horlicks helped. Horlicks put me right! As Mr. Huggins would say: "It's champion!"

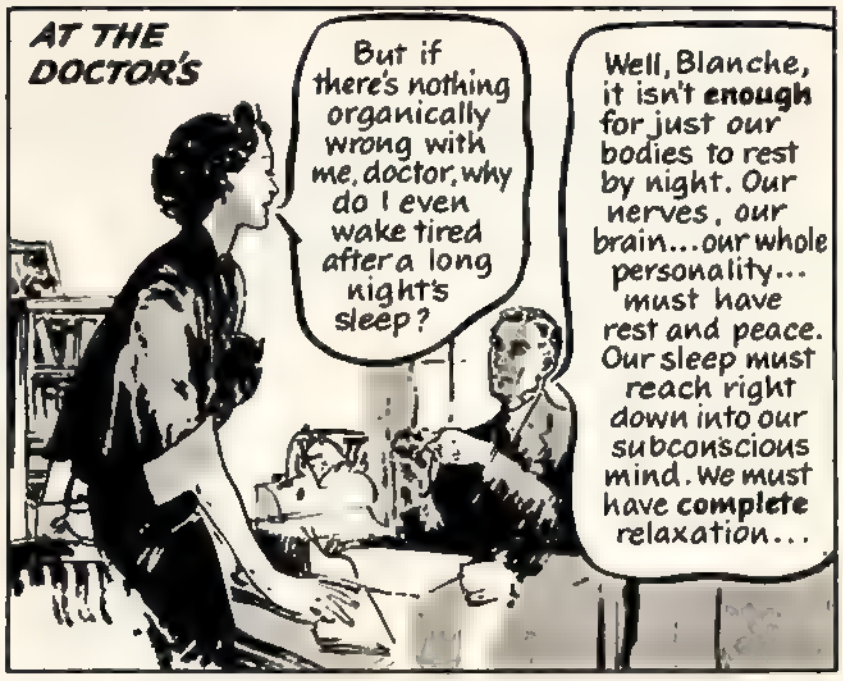
HORLICKS

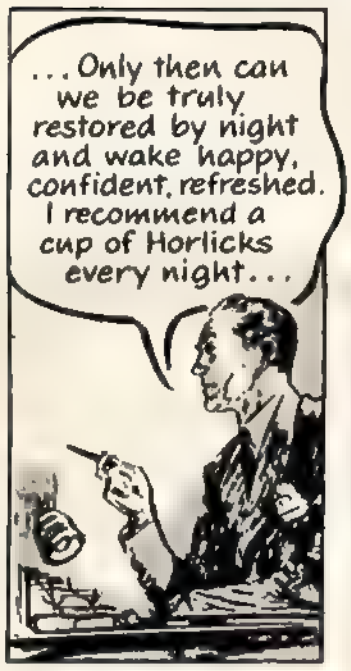
SHE LET THE VILLAGE DOWN

November 11, 1950-

Black Looks FOR Miss Blanche

November 15, 1952—





"IF YOU COULD SEE YOURSELF ASLEEP...

"Have you ever watched people when they're asleep? Some look blissfully peaceful. Some seem worried. Some seem tense.

"And so they are. Tension grips them. They are asleep, but not relaxed. Their sleep is superficial; it is not reaching down, down to the subconscious mind. . . .

"To enjoy 'happy' sleep, there must be complete relaxation of mind and body. By promoting this tranquil state, and by helping to remove disturbing stimuli in the bloodstream and digestive system, Horlicks also helps you to wake up confident . . . restored . . . full of zest and optimism."

HORLICKS

RESTORES YOU BY NIGHT

Aunt Jenny's Favorite Recipes

DELICIOUS, ECONOMICAL AND EASY TO MAKE WITH THE PURER ALL-VEGETABLE SHORTENING

Spry IT'S TRIPLE CREAMED!

Sprv

Available at most food stores at economical prices! Calorie and carbohydrate content clearly stated on each label.

Write
Dept. FC
for your
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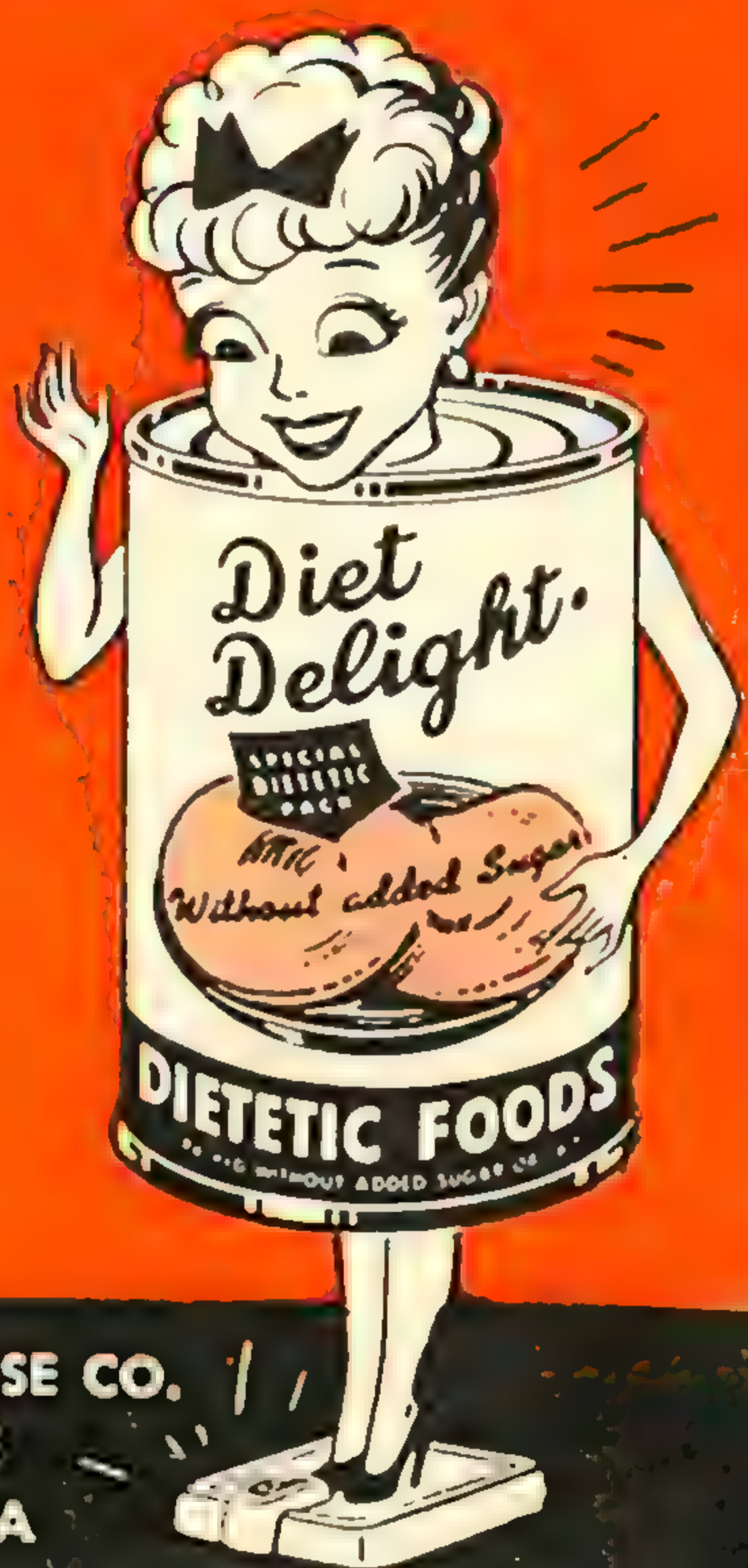
"How to
Diet Delightfully," our
new diet
booklet.



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SAN JOSE
CALIFORNIA

JOHN HODIAK · NANCY GUILD · LLOYD NOLAN
SOMEWHERE IN THE NIGHT
with RICHARD CONTE
20th CENTURY-FOX
Josephine HUTCHINSON · Fritz KORTNER · Margo WOODE · Sheldon LEONARD · Lou NOVA
Directed by JOSEPH L. MANKIEWICZ
Produced by ANDERSON LAWLER
SCREEN PLAY BY HOWARD DIMSDALE & JOSEPH L. MANKIEWICZ · ADAPTED BY LEE STRASBERG · FROM A STORY BY MARVIN BOROWSKY

Universal International
JAMES STEWART
JUNE ALLYSON
FRANCES LANGFORD
LOUIS ARMSTRONG
GENE KRUPA
Technicolor
GLENN MILLER
ROMANCE INACHEVÉE
ANTHONY MAN

VERONICA LAKE · ROBERT PRESTON
THIS GUN FOR HIRE
with
LAIRD CREGAR · ALAN LADD
Screen Play by Albert Maltz and W. R. Burnett · · · · · Based on the Novel by Graham Greene
DIRECTED BY FRANK TUTTLE · · · · · · · · A PARAMOUNT PICTURE

What Kind of Drinker Are You?

By
DON WHARTON

There are 11 kinds of drinkers, according to the best information available from doctors, psychiatrists, bartenders and drinkers of all types. No breakdown could cover all drinkers, but 95 per cent will fit into one of the 11 groups pictured on these and the following pages. The writer makes no attempt to suggest that one kind of drinker is better than others He shows that those who honestly classify themselves aid in an intelligent approach to the subject of drinking—The Editors.

CONVENTION DRINKER

You don't drink much at home but when you are off at a convention you really put it away. When you return home . . .

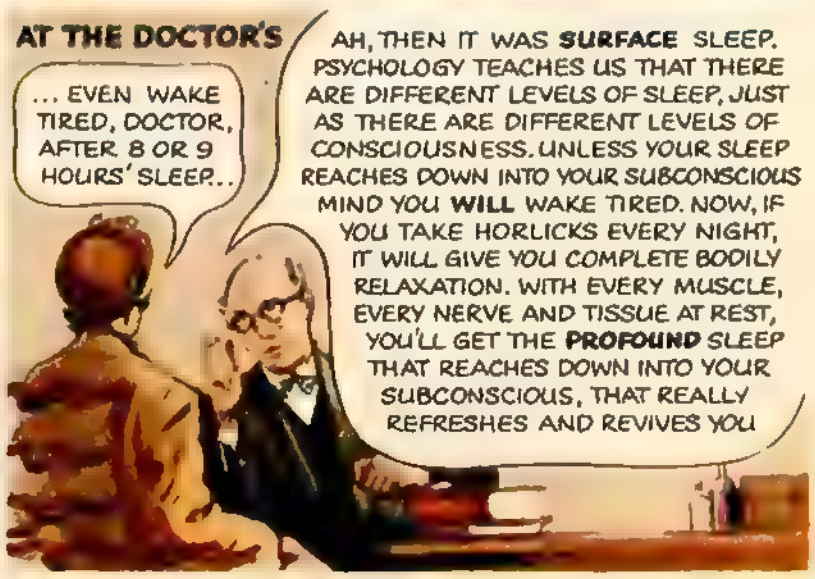
you may go for weeks without a drink But when the next convention rolls around, or a good fishing trip or a long week end hunting you are off again You never miss a convention and rarely hear a speech at one You are truly one of the boys at such affairs

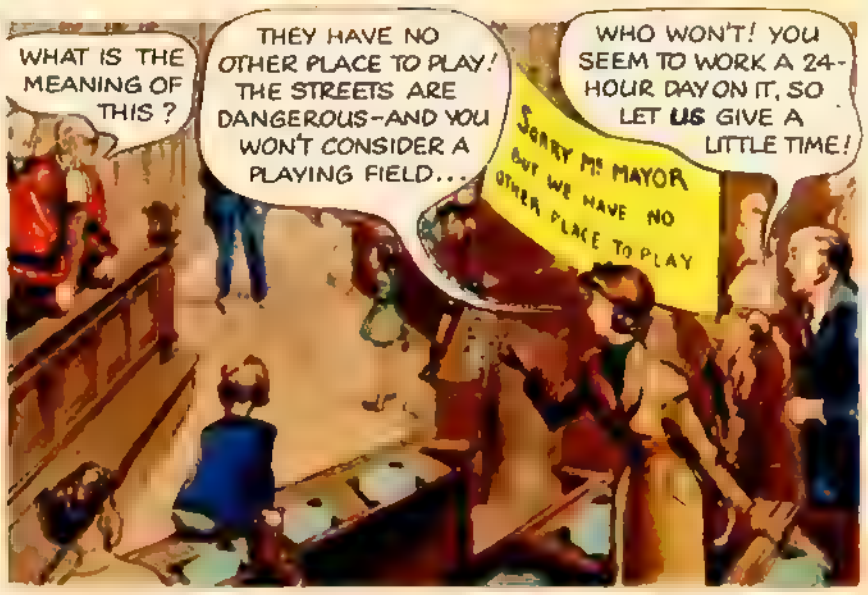
You think of Atlantic City in terms of drinking bouts When someone mentions Chicago you recall round after round of drinks Los Angeles Kansas City Montreal they all remind you of highballs Usually you are the only person from your home town at these conventions You can do as you please But when someone is along from home you don t let that cramp your style You know he s going to keep his mouth shut Or you think he is or hope he is

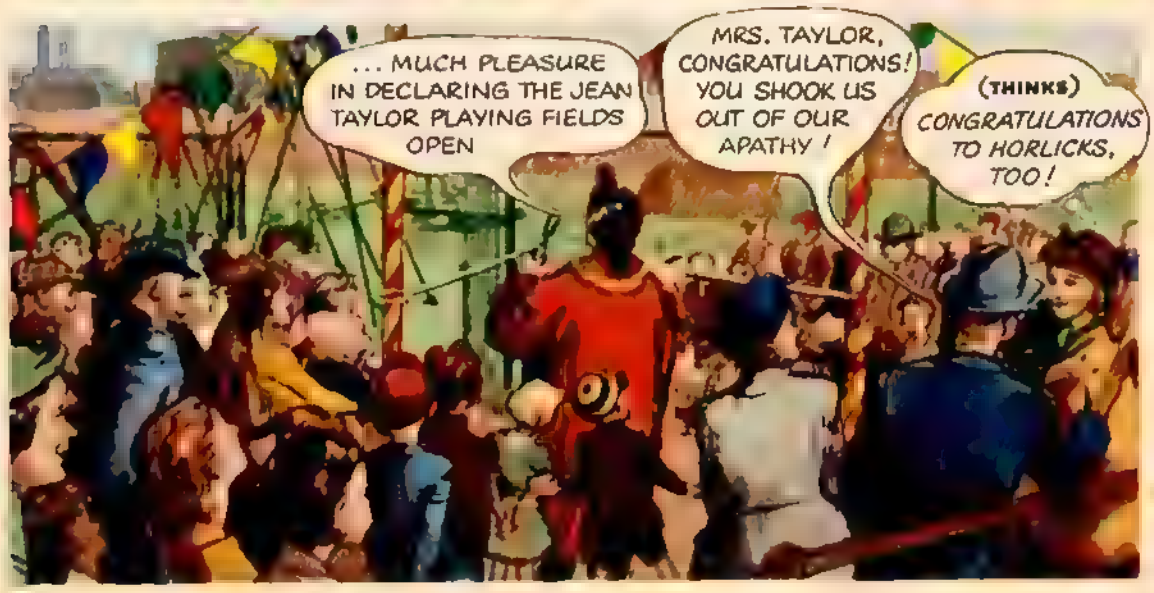
You repress yourself month after month at home then off at a convention in another city you become a clowning exhibitionist You think it's the thing to do think you are being different showing your independence Actually you are revealing some characteristics of a widely prevalent type of drinker

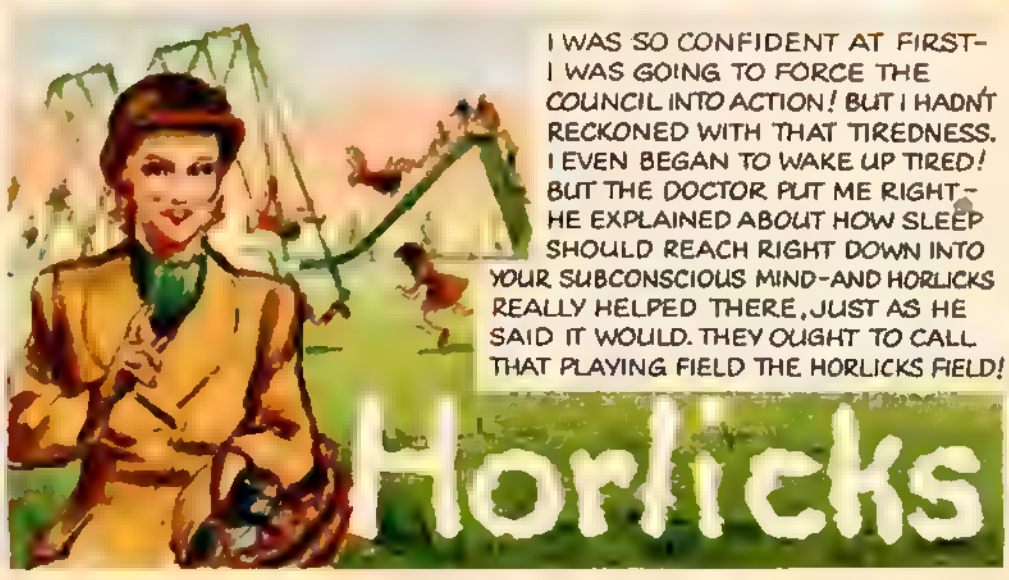
No Place to Play, Mister Mayor!

HOUSEWIFE JEAN TAYLOR, ELECTED TO THE TOWN COUNCIL ON THE PROMISE TO FIGHT FOR PLAYING FIELDS, WAS DETERMINED TO GET ACTION. BUT IT'S ONE THING TO PLAN — QUITE ANOTHER TO **DO**...

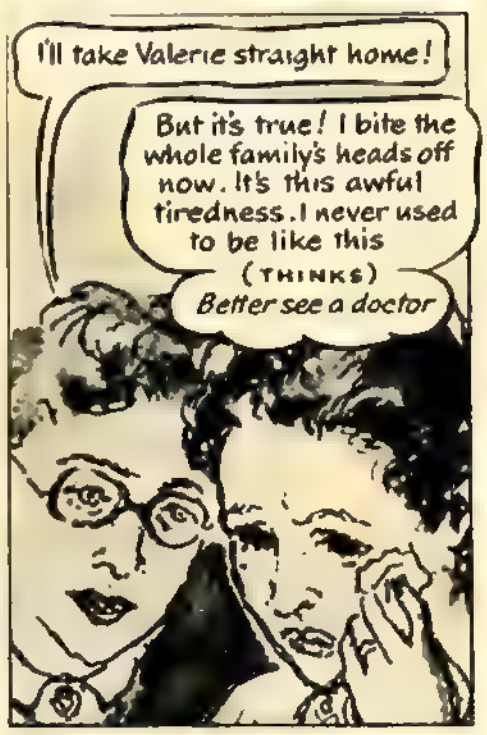


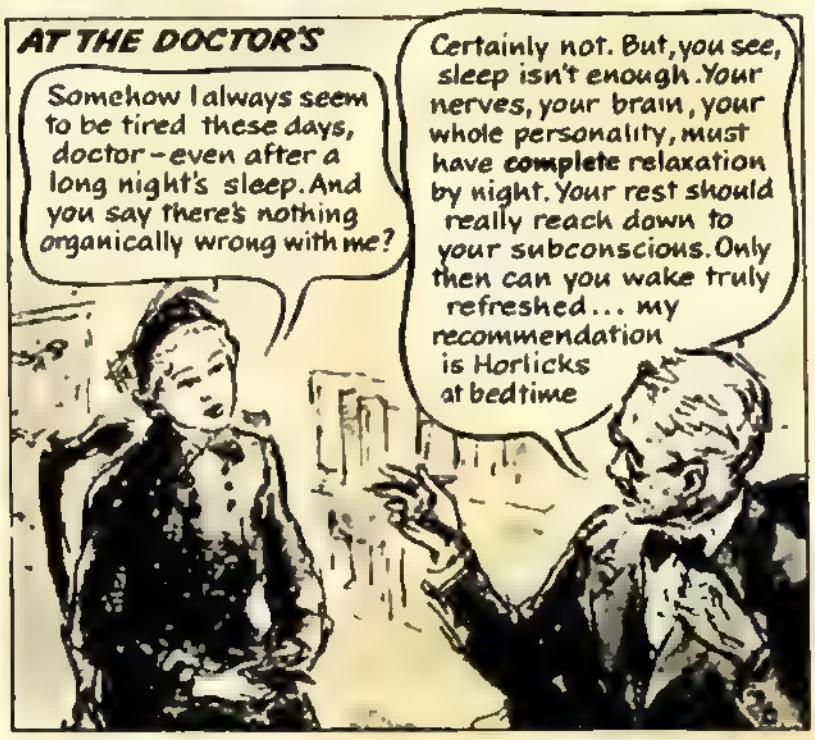


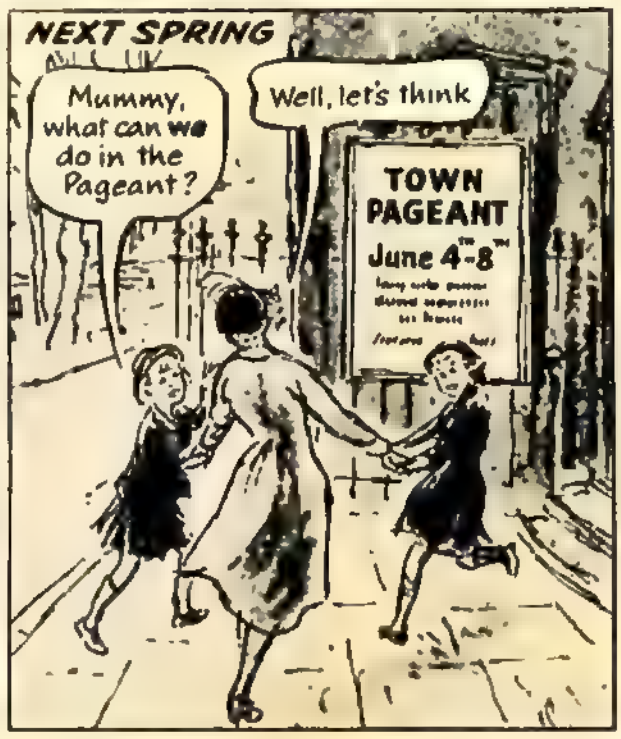


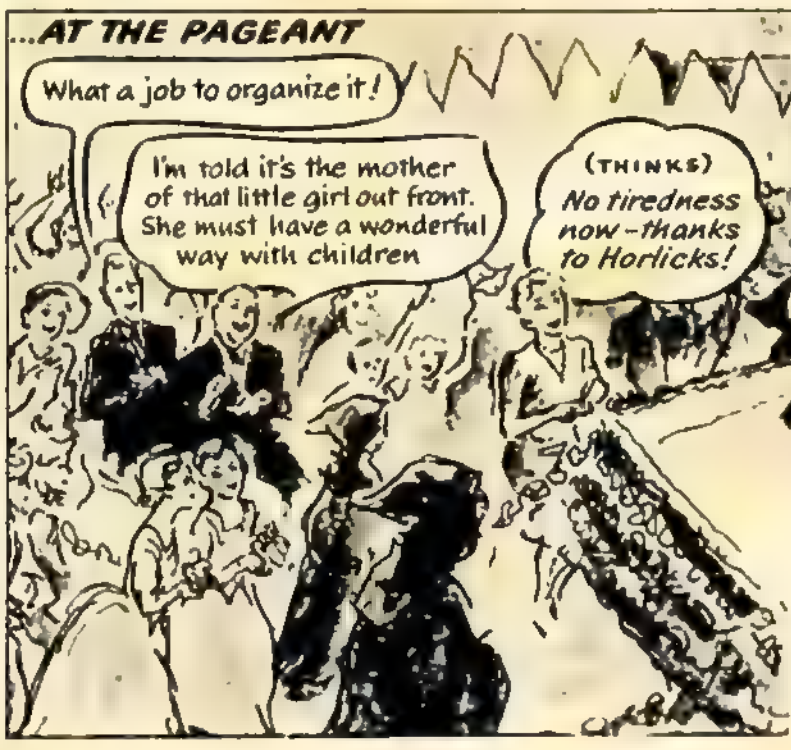


"YOUR MUM'S A CROSS-PATCH!"





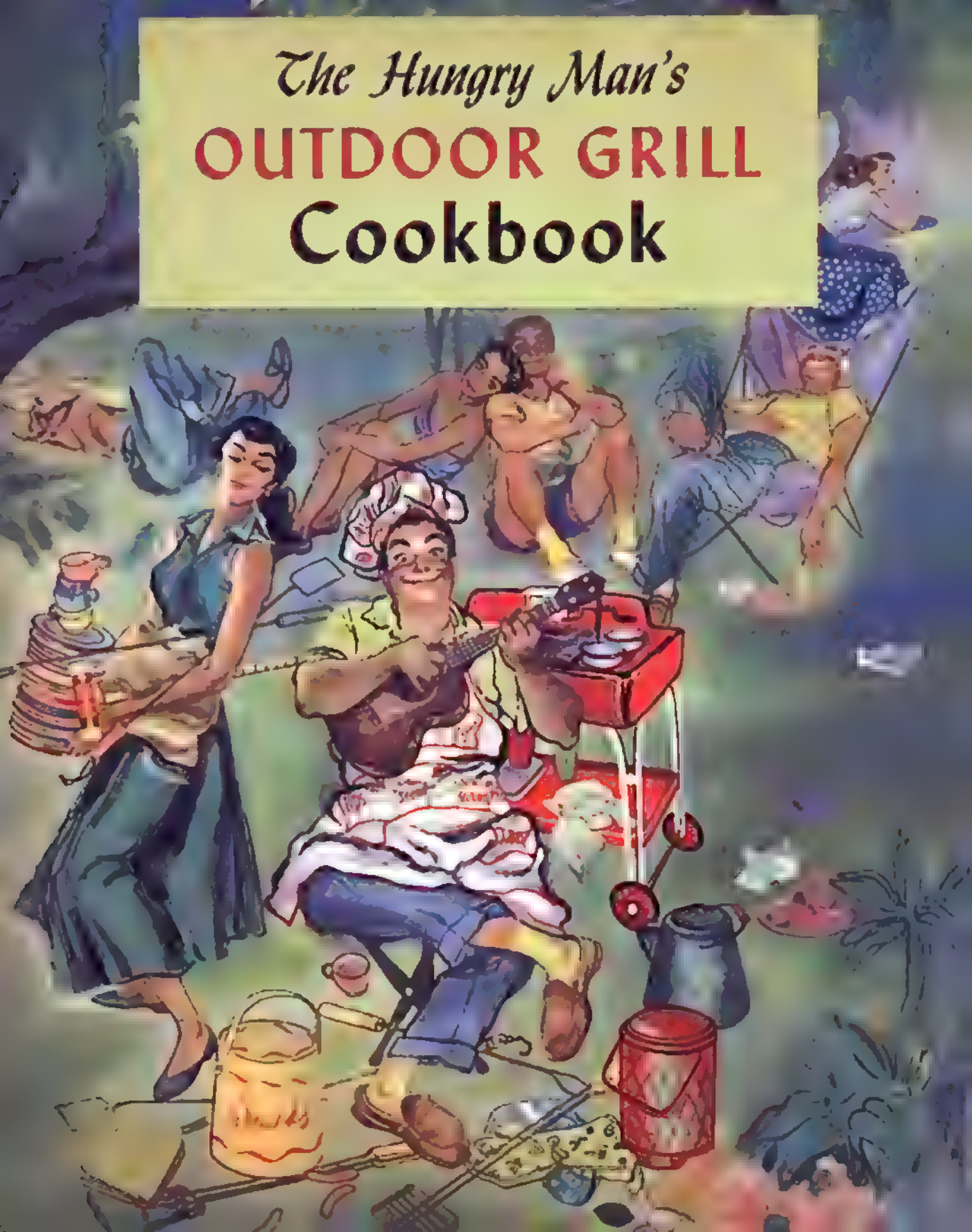




HORLICKS

RESTORES YOU BY NIGHT

The Hungry Man's OUTDOOR GRILL Cookbook



"NEVER MIND THE FURNITURE"
Dick Williams

BING: A Whitman's Sampler! When it comes to remembering a woman, it's so right!

BOB: Yeah! But when it comes to remembering Dottie, it's sarong!

DOTTIE: Boys, boys! Never mind the banter. Just keep those Whitman's Samplers coming!

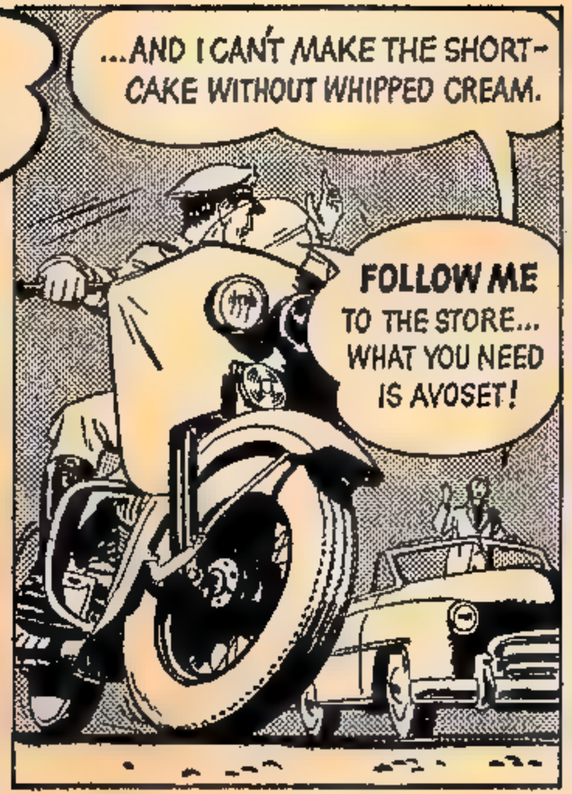
Why don't you send one today!

A WOMAN NEVER FORGETS THE MAN WHO REMEMBERS

MARY-YOU CAN'T LEAVE NOW!
THE JONES' ARRIVE IN 15 MINUTES!

THE CREAM'S SOURED- HAVE TO GET MORE AT THE STORE! MY DESSERT WILL BE RUINED WITHOUT WHIPPED CREAM!

OKAY, LADY, WHERE'S THE FIRE?
OH, OFFICER, IT'S WORSE THAN A FIRE! MY GUESTS ARE ABOUT TO ARRIVE AND THE WHIPPING CREAM TURNED SOUR!


...AND I CAN'T MAKE THE SHORT-CAKE WITHOUT WHIPPED CREAM.
FOLLOW ME TO THE STORE... WHAT YOU NEED IS AVOSET!

Today...a *dollar goes further than ever!*

Altitude-conditioned aircraft cabins, pioneered by AiResearch, have helped make air travel the outstanding exception to the high cost of living

Yes, you actually pay *fewer dollars* for an airline seat than you did 5 years ago!

Developments by the AiResearch Manufacturing Company in cabin pressurization and air conditioning have been a vital factor in bringing this economy to you.

The benefits of high altitude flight – greater comfort, safety and speed, and more reliable scheduling – have nearly doubled air travel and brought more efficient utilization of aircraft. The savings which have resulted have been passed on to you by the airlines in lower passenger fares.

AiResearch has spent millions of dollars in the past 10 years in perfecting pressurization and air conditioning equipment. It was the first to equip, not only commercial, but military aircraft with complete altitude conditioning systems. In addition it has developed, and is now manufacturing, hundreds of other aircraft accessories to make flying faster, more comfortable and more efficient.

Today, the airplanes operated by 74 domestic and foreign airlines and more than 100 military aircraft types use AiResearch equipment to make high altitude, high speed flight possible. Tomorrow, AiResearch skill and know-how will help solve the problems of flight in the upper atmosphere and beyond.

Would you like to work with us? Qualified engineers, scientists and skilled craftsmen are needed now at AiResearch in both Los Angeles and Phoenix.

AiResearch Manufacturing Company

A DIVISION OF THE GARRETT CORPORATION

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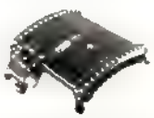
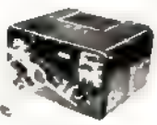
DESIGNER AND MANUFACTURER OF AIRCRAFT EQUIPMENT IN THESE MAJOR CATEGORIES

Air Turbine Refrigeration


Heat Transfer Equipment

Electric Actuators


Gas Turbines

Cabin Superchargers

Pneumatic Power Units

Electronic Controls

Cabin Pressure Controls

Temperature Controls

AS A HERO-I SCORE ZERO WITH JULIE!
AND I'M JUST THE KID WHO COULD TELL HIM WHY!
WHAT'S THE BIG IDEA-STEALIN' THE GAL I GOT FOR THE DANCE?
LISTEN, STEVE, I'M NOT TRYING TO RATE YOUR DATE. JULIE'S GOING WITH YOU-BUT, SON, YOU'VE GOT A PROBLEM, AND THE ONLY ANSWER IS DIAL!
HEY! DIAL MAKES A GUY FEEL CLEAN ALL OVER-SMELLS GREAT! GLAD YOU PUT ME WISE.
YOU'LL BE GLAD LATER, TOO-BECAUSE DIAL KEEPS YOU FRESH ROUND THE CLOCK!
DON'T TELL ME A BAR OF SOAP IS ALL IT TAKES.
WAIT A MINUTE! I'M TALKING ABOUT DIAL SOAP! DIAL'S DIFFERENT... ACTUALLY STOPS ODOR BEFORE IT STARTS! HERE, TRY MINE.
HE'S MY HERO FOR LIFE, I HOPE!
AFTER USING DIAL DEODORANT SOAP
LABORATORY PROOF
DIAL removes skin bacteria that cause perspiration odor!
After ordinary soap ...thousands of skin bacteria are left... bacteria that cause perspiration odor.
After Dial, regularly, up to 95% of odor-producing skin bacteria are eliminated.
dial
deodorant
The newest nicest way to stay fresh all day
Another ARMOUR Product

Happy Holidays

PAINT with BRUSH and WATER

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POTATO GUN

JACK and JILL
The MAGAZINE for BOYS and GIRLS
NOVEMBER
1940
25¢ the Copy
NOV. 5
BALLOTS
VOTE HERE

Work *refreshed*... Have a Coke

In Factories

In Offices

Coca-Cola
"Coke"

5¢

Ask for it either way . . . both trade marks mean the same thing.

The pause that refreshes with ice-cold Coca-Cola is a little minute long enough for a big rest. *Have a Coke* and work refreshed.

1948

Wake up
to music!

COOLED

Develop a Strong

HE-MAN VOICE!

PEOPLE RESPECT A FULL-TONED, *BIG* VOICE

Add *controlled* strength to that voice of yours and people will listen when you talk. A stronger voice may make you more interesting, more persuasive, more poised. What you say will have more importance, when your voice has new VIGOR, CHARACTER and STEADY POWER.

Amazing Details FREE

Just mail this coupon for your free copy of "How to Strengthen Your Voice to be More Successful" written by Eugene Feuchtinger. Book will be rushed out to you at once *in plain wrapper.* No salesman will call. Send your name and age right now!

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Please send me—free and without obligation—your inspiring and helpful illustrated booklet "How to Strengthen Your Voice to be More Successful," by Eugene Feuchtinger. Mail in plain wrapper. No salesman will call.

NAME_____

ADDRESS_____

CITY_____ STATE_____

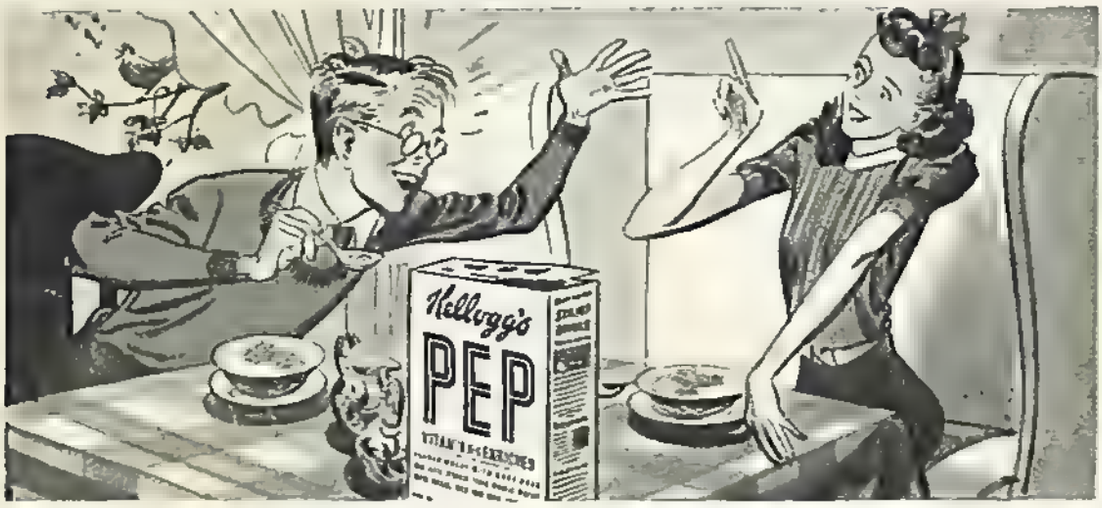
My age is:_____

How's your "Pep Appeal"? —by Dorne

Sis: You've got the notes. But where's the "oomph"?

Bud: What the Sam Hill is "oomph"?

Sis: Another word for "pep appeal," stupid. A feeling of well-being . . . something you wouldn't understand. And I'll bet I know why! You don't eat right. *You don't get your vitamins!* Come along with me and I'll introduce you to them.



Sis: I heard the doctor say we need to get *all* our vitamins for pep. And right in that delicious cereal called KELLOGG'S PEP are extra-rich sources of two of the most important ones—vitamins B_1 and D.

Bud: Say! Where've you been keeping this? It tastes like a million dollars!

Bud: (sometime later) I'm leading the band tonight, Sis. Am I going to be hot!

Sis: Well . . . where there's pep, there's hope!

STRANGER THAN FICTION!

by Taylor

NEW SENSATIONAL SKIN-COLORED MEDICATION FOR

PIMPLES

CALLED

"CLEARASIL"

WORKS WHILE IT HIDES PIMPLES

AMAZINGLY!

DOCTORS PROVE

CLEARASIL REALLY WORKS!

IN SKIN SPECIALISTS' TESTS ON 200 PATIENTS CLEARASIL BROUGHT **AMAZING RELIEF** TO 8 OUT OF EVERY 10

ENTIRELY NEW!

CLEARASIL IS SKIN-COLORED TO HIDE PIMPLES DAY AND NIGHT WHILE IT WORKS.

NOT A GREASY OINTMENT

BUT A FAST-DRYING CREAM... IT'S **ASTOUNDING!**

GUARANTEE: CLEARASIL MUST AMAZE YOU THE FIRST TIME YOU USE IT—OR **MONEY BACK.**

Clearasil

greasless medication for external application in PIMPLES and ACNE

AT ALL DRUGGISTS

ONLY **59¢**

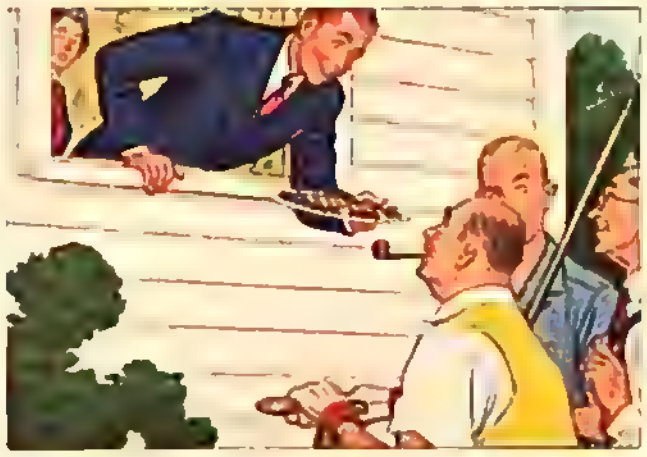
ECONOMY SIZE 98¢

Copr. 1950, Emtco, Inc.

Sit down—while we draw a red perch across your trail!

1. When the soul-stirring aroma of this frying Birds Eye Red Perch reaches your family's nostrils, the folks'll be following you around like kittens! And when you serve these easy-to-prepare fillets, flanked by Birds Eye Asparagus Cuts and Birds Eye Cauliflower, the first mouth-watering forkful will bring down deafening applause! And no wonder—

2. Birds Eye fishing schooners have plucked these Red Perch from the cold waters of the North Atlantic, speeded them to port where, after they've been thoroughly cleaned, filleted, the miracle of Quick-Freezing used by Birds Eye *imprisons* all the natural, luscious flavor!



3. Birds Eye Foods can save you many a hot, weary hour in the kitchen this summer, too. Because—we've done all the time-taking cleaning and preparing. And that's true of the Asparagus Cuts and Cauliflower, too—*we're* done the work for you! Something else to consider...

4. ...Birds Eye Foods, are *economy* foods. You eat what you pay for—instead of throwing part of it away. Even if you could buy that luscious Red Perch in an ordinary fish market, (and you can't) 80% would be wasted! So take it easy this summer, lady—and take it easy on your family's budget, too—with Birds Eye Foods!

Special!

ONE WEEK ONLY!
August 4th through 9th

RED PERCH FILLETS
ASPARAGUS CUTS

★ *Also Featured* ★

CAULIFLOWER • STRAWBERRIES
ASPARAGUS TIPS • SPINACH

MAKE NO MISTAKE! Not all quick-frozen foods are Birds Eye! So look for the Birds Eye on the window and on the package. It *guarantees* you over 60 first-quality, waste-free Birds Eye Foods. They MUST SATISFY YOU OR YOUR MONEY BACK! For further information, write to: FROSTED FOODS SALES CORP., 250 Park Ave., New York, N. Y. Canadian-packed Birds Eye Foods are distributed by Hudson's Bay Company, Montreal.

BIRDS EYE
BRAND
FROSTED FOODS
REG. U. S. PAT. OFF.

DOCTORS PROVE the Palmolive Plan brings 2 out of 3 Women LOVELIER SKIN IN 14 DAYS!

1 WASH YOUR FACE WITH PALMOLIVE SOAP!

2 THEN, FOR 60 SECONDS, MASSAGE WITH PALMOLIVE'S SOFT, LOVELY LATHER. RINSE!

3 DO THIS 3 TIMES A DAY FOR 14 DAYS. THIS CLEANSING MASSAGE BRINGS YOUR SKIN PALMOLIVE'S FULL BEAUTIFYING EFFECT!

YES! Regardless of Age, Type of Skin, or what Beauty Care you've used before!

YOU, TOO, may look for these skin improvements in only 14 days!

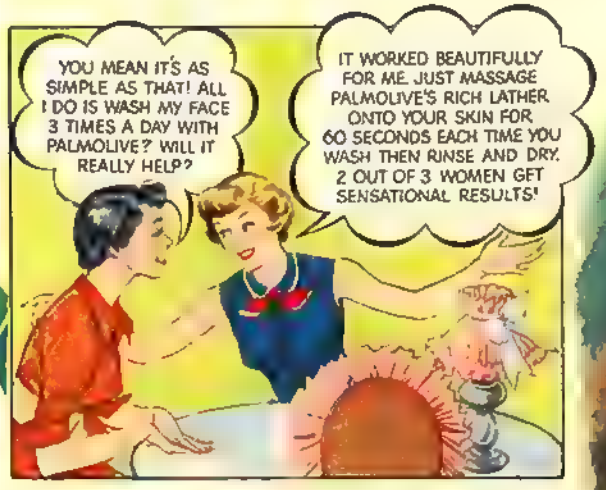
Remember! Thirty-six doctors—leading skin specialists—tested the Palmolive Plan on 1285 women of all ages from fifteen to fifty—with all types of skin. Dry! Oily! Normal! Young! Older! And 2 out of 3 of these women got noticeable improvement in just 14 days! No matter what skin care they had used before. Start *your* Palmolive Plan today!

Less Oily.....
Smoother, Younger looking.....
Less Coarse-looking.....
Fewer Tiny Blemishes—
Less Incipient Blackheads.....
Fresher.....
Brighter, Clearer Color.....

DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!

P.S. *For Tub, For Shower, Get the NEW, Big, Thrifty Bath Size Palmolive!*

YOU Can Have A Lovelier Complexion in 14 Days with Palmolive Soap, Doctors Prove!



NOT JUST A PROMISE . . .
but actual proof from 36 leading skin specialists that Palmolive Soap facials can bring new complexion beauty to 2 out of 3 women . . . no matter what their age or type of skin!

Never before these tests have there been such sensational beauty results! Yes, skin specialists' tests on 1285 women proved that in 14 days regular facials with Palmolive Soap *alone* bring lovelier complexions to 2 out of 3 women. These remarkable results were proved on women of all ages, with all types of skin—dry, normal, oily. Proof that Palmolive facials really work to bring you a lovelier complexion.

You, Too, May Look For These Complexion Improvements in 14 days!

- Fresher, Brighter Complexions!
- Less oiliness!
- Added softness, smoothness even for dry skin!
- Complexions clearer, more radiant!
- Fewer tiny blemishes—incipient blackheads!

For Tub or Shower Get Big Bath Size Palmolive!

DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!

HÖR ZU !

100 Preise für glückliche Rätsel-Rater

Lockendes Spiel im Sonnenschein

Zur Sendung Reiseprospekte am Montag um 16.15 Uhr im NWDR Hamburg

Foto Meyerpress

NUMMER 21 1949

DIE RUNDFUNKZEITUNG
NORDDEUTSCHE AUSGABE
WOCHE VOM 15. BIS 21. MAI

PREIS 30 PFENNIG

BEFORE-DINNER DRINKER

You have a couple of cocktails before dinner every night. You drink them leisurely in your own home . . .

and you rarely miss. You may switch some nights, say from Martinis (very dry) to Manhattans. But you have two every night. You are particular about how they're made. You don't care to see people gulp them down. You enjoy them and the ceremony that goes with them. You want a couple and a couple is enough.

Others may have more if they wish, but a couple is just what it takes for you. That is, a couple the way you make them which is the equivalent of three or four in most bars. You want them bad, but not the way an alcoholic wants liquor. You want them the way a hard smoker wants a cigaret when he emerges from a two-hour movie. You don't care so much for after-dinner drinking. You now and then have a highball or two—suits you, doesn't matter.

Once in a while, you have too many. But they don't count in your drinking life. What does count is your before-dinner cocktail, two of them. You don't have them to satisfy any yearning or to escape anything or to narcotize anything or to compensate for anything. Anyone who says you do is crazy. You want your cocktails before dinner the same way some people want their orange juice in the morning or their second cup of coffee. And you have them.

PICK-UP DRINKER

You stop by a bar practically every day, soon as you leave your work. You want to relax . . .

and don't want to wait until you get home. It may be your other half doesn't drink or it may be you live alone. Anyway, you want two or three drinks soon as work is over. You are almost as systematic about it as the Before-Dinner drinker. But you don't have as much ceremony and you don't always stop with two or three. Sometimes you keep on, miss a train, go on a party. You may have a few traits of the Convivial Drinker or be a modified Week-End Drinker. However, all this is incidental to the main thing in your drinking life: two or three at a bar soon after work.

SNEAK DRINKER

You sneak drinks when no one is looking. You pretend you don't drink, fool some people . . .

and like to hear guests saying you're a good fellow, broad-minded, serves good liquor, doesn't touch it himself. You bask in such remarks. All the time, you are sneaking drinks. Sometimes you drink when alone. Usually you slip a few off in the pantry while mixing cocktails for guests. You eat cloves, wait for the others to get on their second round before taking one yourself. You have other tricks to cover up and your own reasons for playing this game. You enjoy it and enjoy thinking "If they only knew." Mainly, you like being the center of the stage.

(Continued on next page)

ABNORMAL DRINKER

You are an alcoholic. You don't admit it, possibly don't realize it. You're sensitive about all the talk . . .

but you frequently have several stiff ones in the morning. You feel you've got to have them to get through the day. You keep on drinking when your friends stop. You are often unable to take a drink without going on, getting drunk.

You overdrink at the wrong times, when some critical decision must be made or some important appointment kept. You miss days at your office, change jobs frequently. You sometimes think the breaks are against you, feel people are unjustly talking about your drinking, resent cracks by your friends.

Often before taking a drink, you have a feeling of what's-the-use? Your periods of non-drinking get shorter and shorter, your hangovers more and more acute. You don't snap back the way you once did. You don't get so much out of sex. You are irritable. You don't seem able to manage your life without liquor and it continually gets you into jams.

HARD HEAVY DRINKER

You drink much more than the Convivial Drinker—you don't depend on week ends or wait for conventions . . .

and your drinking is regularly heavy. You like it straight. You are slowed down mentally and physically, but you would deny that. You sometimes embarrass your friends, though you think you handle your liquor pretty well. You doubt it does you any harm and you say it does you plenty of good in a business way.

You think people are narrow-minded to suggest you haven't got everything under control. You know people whose hangovers are worse than your own. You rarely miss a day at the office. You make yourself go to work when your firm would be better off without you. You ignore your boss' advice to cut down. You know you are not an alcoholic and feel you will never be one.

You say you drink all you want when you want it. You sometimes slip out of the office to get one, telling yourself that it steadies your nerves.

CONVIVIAL DRINKER

You like people, get along fine with them. You like all kinds and all kinds like you. You drink a lot with them . . .

and you enjoy it. You drink heavily when it is all added up. Actually your drinking is spread out. You say it is well-balanced You know how to handle it.

You know exactly where you are at any moment and what another drink is going to do to you. If you want another, you take it; if you don't want it, you say "I'll stand pat" and no one insists.

You don't get drunk. At get-togethers, you sometimes drink more than you think you should. You drink at lunch most days, but not enough to seriously handicap your work that afternoon. You know that, for otherwise you wouldn't be where you are. You have a few more after work, sometimes another at home.

You drink a good bit at parties, now and then enough to have a bad hangover. But you don't have the hangovers which compel a drink the next morning. You know you drink more than many of your friends. But you don't drink like the ones who lean on it. You feel your drinking is handled right and your business record backs you up. You are the drinker who usually hurries the next round. You like it, like everyone and everyone likes you

PETTY DRINKER

You scarcely drink at all. You drink so little you couldn't even be said to have any drinking habits. You're . . .

not one of those people who say "I don't drink at lunch." But the fact is you don't have a drink at lunch twice a year. You don't systematically have cocktails before dinner. You don't regularly have a highball or two in the evening.

Your drinking is so slight it cannot have any pattern at all. You have no rules. You may sometimes drink too much, but it's partly because you have done so little drinking you haven't acquired much knowledge of liquor. You don't know liquor. Maybe you're a beginner, a college student just getting started. Or maybe you've been drinking this way for years.

In either case, your knowledge and experience are exceedingly limited. You're not a good cocktail mixer. You know little or nothing about types or brands. When someone asks "What'll you have?" you're indecisive, likely to say "Oh, anything suits me." You don't have any special assortment in your closet, any favorite drinks, any favorite bar.

POLITE DRINKER

You don't think too much of drinking, but you have no moral feeling about it. If you have a business lunch . . .

where it fits in, you order drinks You drink one yourself and, if the others wish, order a second round It means no more to you than making sure everyone has cigarets.

When there are people in your home, you serve them drinks. You know they want it and you have the best for them, good Scotch, bonded ryes, bonded bourbons. Your Martinis are carefully made with good vermouth. You serve what people want and you have one with them, sometimes two. You never have more than a couple yourself, for more than that is more than you want and more than you want is, to your mind, plain dumb.

You see others keep on through the evening, get a little thick. You don't object, but you don't want to get that way yourself And you don't get that way. You are not trying to show will power. You are simply doing what you want to. You say, if they want to drink, let them.

(Continued on next page)

PARTY DRINKER

You drink mainly when you are a guest of people who drink or a host of people who drink. You don't ever have

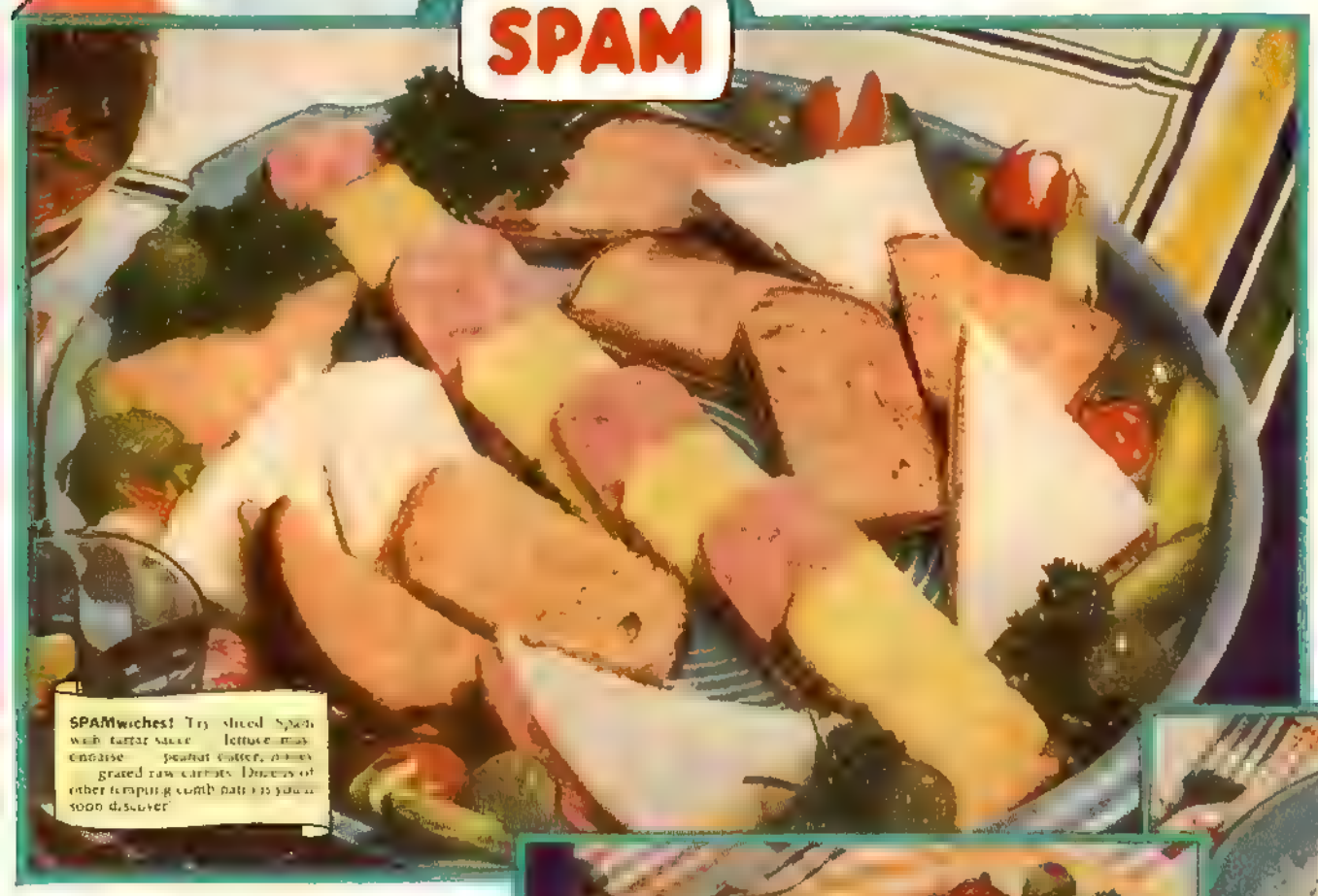
a drink simply to have one. You don't sit down in your home and have cocktails because you want them. You don't have a bar and say "Let's go in here and have a drink." But you never refuse a drink offered by your hostess and you never fail to have drinks for persons you are entertaining. You are a little formal about it all.

You drink if you are at a party and they have drinks; or at a dance if they have drinks. Your only non-party drinking is what might be called occasion-drinking. You bump into some sorrow or some good news, someone is fired or promoted, and somebody says "You ought to have a drink" or "This calls for a drink". And you have one.

You never get drunk. You don't get high unless the occasion is such that someone insists it calls for getting high. And you don't enjoy it then.

Decorate your holidays with SPAM

HORMEL'S HANDY MEAT OF MANY USES HITS THE SPOT FOR PICNICS, VACATIONS. WEEK-END OUTINGS!



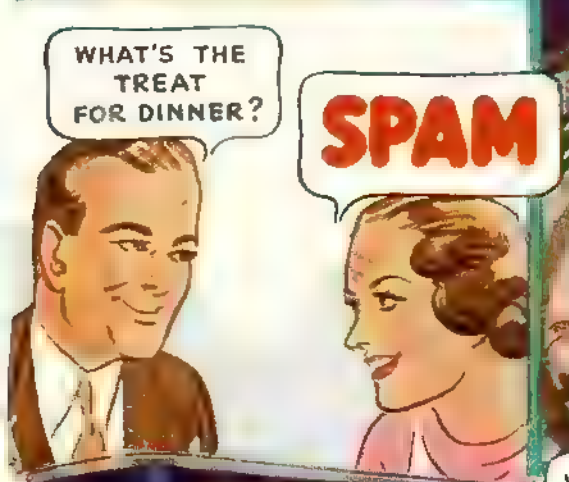
SUMMERTIME is SPAMtime! This delicious Hormel meat is made to order for you who like to light out for lakes and woods . . . for you who have vacation cabins . . . for you who object to spending summer in a kitchen!

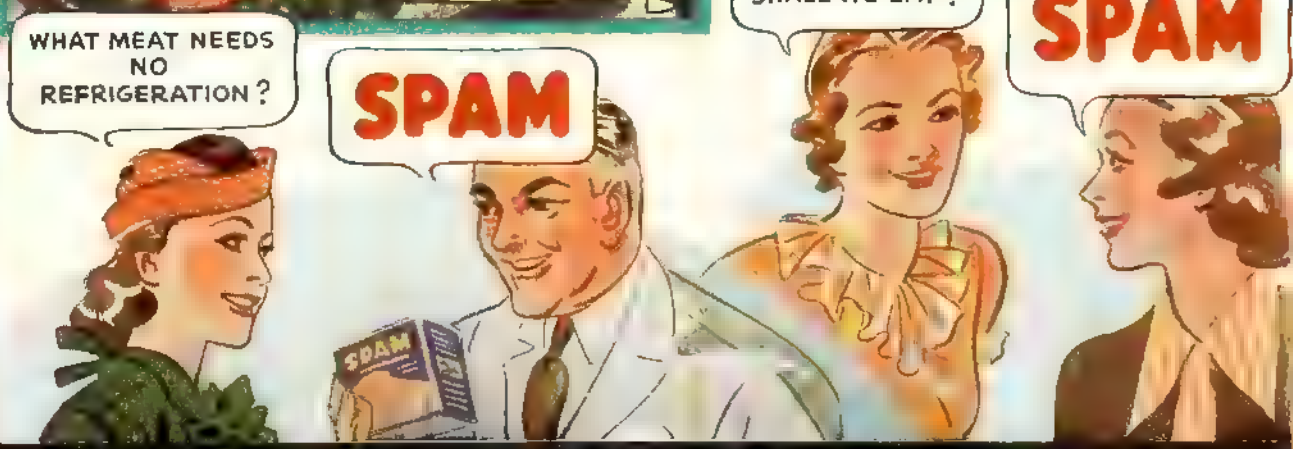
SPAM is easy to carry, easy to store. It need not be kept under refrigeration before you open it. SPAM saves time. SPAM saves fuss and bother. And in many, many ways SPAM saves the day!

Be prepared for happy holidays ahead. Stock SPAM today.

FREE RECIPE BOOK!

"Hormel Invites You to Dine", 20 picture pages, packed with new menu and recipe ideas for every occasion. For copy write Geo. A. Hormel & Co., Dept. M7, Austin, Minn.





LISTEN! "IT HAPPENED IN HOLLYWOOD" HORMEL'S NEW KIND OF RADIO ENTERTAINMENT COLUMBIA NETWORK • MON. WED. FRI. MORNINGS

Lady with a Lamp

(1946 Version)

● The pages of medical history during the last century glow with the names of great women. Florence Nightingale, the "lady with the lamp"... Elizabeth Blackwell, first American woman to be given the proud degree M D ... Drs. Mary Putnam Jacobi Jane Viola Meyers ... Anna Broomall ... the list is long. And brilliant

In America today, thanks to the intrepid spirit of these pioneers, 7,250 women doctors carry the lamps they lighted ever further along the path of human service.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

● Men and women in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have won the same favor in medical circles as with millions of smokers the world around. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

TRY CAMELS ON YOUR "T-ZONE"

That's T for Taste and T for Throat—the most critical "laboratory" for any cigarette. See how your taste responds to the rich full flavor of Camel's costlier tobaccos. See how your throat reacts to Camel's cool mildness. On the basis of the experience of many millions of smokers, we believe Camels will suit your "T-Zone" to a "T."

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

CAMELS *Costlier Tobaccos*

Class of '46 or Class of '06

Always studying, always increasing the breadth and depth of his knowledge—like this group watching a demonstration of a new method of using penicillin—the doctor's "school days" are never done. No matter how great, how famous he may become, his search for even greater knowledge never halts.

According to a recent Nationwide survey:

More Doctors smoke Camels than any other cigarette

Your "T-Zone" Will Tell You...

T for Taste . . .

T for Throat

. . . that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.

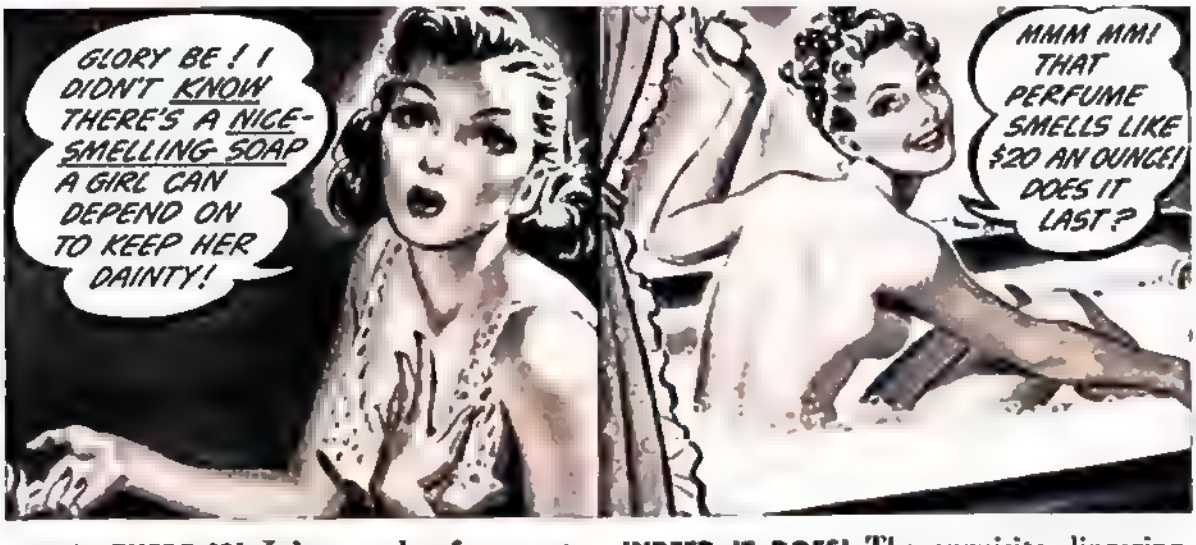
● Doctors in every branch of medicine—113,597 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers the world around. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

CAMELS *Costlier Tobaccos*

SOMEBODY VERY NICE surely will . . . if you'll just discover the secret of bathing away body odor with one soap that will actually adorn your skin with a protecting fragrance . . . a fragrance men love! It's no longer necessary to risk your daintiness with an unpleasant smelling soap!



WELL, THERE IS! It's gentle, fragrant Cashmere Bouquet Soap! You'll simply adore its rich, cleansing suds that banish body odor, leave your skin enticingly soft and smooth . . . subtly, alluringly scented with Cashmere Bouquet's protecting fragrance!

INDEED IT DOES! The exquisite, lingering scent of Cashmere Bouquet's costlier perfume has helped ensnare many a male heart! And thousands of women have proved to themselves Cashmere Bouquet is *one* perfumed soap that won't irritate their skin!

Wonderful fun—
ENDLESS GOOD TIMES

RIDE A
HARLEY-DAVIDSON
HYDRA-GLIDE

NEW pleasures await you in motorcycling, world's greatest sport! Adventure, travel, thrills, fascinating friends! Every trip is delightfully different, every moment one to be remembered as you take in exciting races, hillclimbs, endurance runs and go on gypsy tours, sightseeing trips and other club events.

And what a difference it makes when you're riding a Harley-Davidson *Hydra-Glide!* Roughest roads smooth out like magic, hills fade away, day-long riding is really comfortable! Get your share of this exhilarating fun. You can own a Harley-Davidson on easy terms. See your dealer today.

HARLEY-DAVIDSON MOTOR CO., Dept. PS, Milwaukee 1, Wis.

Send me free copy of ENTHUSIAST Magazine filled with motorcycle action pictures and stories, also literature on latest models.

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DEALERS: Valuable franchises are now available for the full line of famous Big Twins and the 125 Model. This is your opportunity to line up with the greatest name in motorcycles. Write or wire for complete information today.

A "Collegiate" $1.31 B "Southwesterner" $1.58 C "Flying Cadet" $1.84 D "Streamliner" $2.19

E "The Gob" 98c F "Overseas" 72c G "Air-flight" $1.11 H "Tween-age" $1.15

Eight Popular Headwear Styles for bigger boys

Military Style Hats for little boys

Attractive Dress Hats for little boys

"Jr. Admiral" $1.09 K "Sailor" 89c L "Jr. Hi" $1.64 M "Jr. Tech" $1.23

"Jr. Commander" $1.09 P "Jr. Casual" 89c R "The Eton" 83c

S T U V W X Y Z AA BB

Suspenders . . . bright colors, smart patterns Good rayon ties Better quality rayon ties Aralac Student Ties

Which kind of corn? All of em brother!

THAT'S WHY DEL MONTE GETS MY VOTE

—and for four of the best reasons that ever came out of a corn-patch. Yes, sir—*four* styles—*all Del Monte.*

You Whole Kernel fans—just wrap yourselves around a man-size serving of these plump golden grains, sautéed in butter. That's *corn* for you.

But you'll miss a double-barreled treat if you pass up Del Monte Cream Style. Two kinds—White and Golden.

And who could do without roastin' ears as golden and good as Del Monte Corn on the Cob?

Well, that cleans up the matter—all but this. Compare Del Monte Corn with any corn you've liked before. You'll see why it pays to get Del Monte—*all four styles!*

Canned corn is a nourishing, high carbohydrate food. Yellow varieties are a good source of Vitamin A and both white and yellow varieties contain Vitamin C and furnish significant quantities of phosphorus to the diet.

SPECIAL NOTE: Many Del Monte Foods now packed in both cans and glass. Both the same quality.

© 1941, Fruit of the Loom, Inc., Providence, R. I.

ON OVER 80 PRODUCTS OF COTTON AND RAYON–

Generation After Generation . . . One Of America's Great Names . . . In Step With The Progress Of America Yesterday . . . Today . . . And Tomorrow.

This is the Sincere FRUIT OF THE LOOM Guarantee:

"If this Fruit of the Loom Product does not give you satisfaction in use, return it to us and you will receive a new one or a refund of the purchase price. Fruit of the Loom, Inc., Providence, R.I."

BE GUIDED BY THIS LIST OF "GUARANTEED SATISFACTION" MERCHANDISE ALL BEARING THE FAMOUS FRUIT OF THE LOOM LABEL

FOR MEN
Shirts
Pajamas
Sport Shirts
Night Shirts
Athletic Shirts
Shorts
Briefs
Union Suits
Knit Underwear
Wash Ties
Handkerchiefs

FOR BOYS
Shirts
Pajamas
Polo Shirts
Athletic Shirts
Shorts
Briefs
Corduroy Play Suits
Wash Suits

FOR WOMEN
Aprons
Beach Wear
Play Clothes
Foundations
Corsets
Girdles
Step-Ins
Cotton Brassieres
Rayon Brassieres
Two-Way Stretch Garments
Cotton Blouses
Rayon Blouses
Tailored Pajamas
Daytime Dresses
Rayon Dresses
Hooverettes
Rayon Slips
Cotton Slips
Uniforms
Cotton Knit Undies
Rayon Knit Undies

FOR GIRLS
Aprons
Dresses
Housecoats
Play Suits
Sleepers
Pajamas
Cotton Slips
Cotton Bloomers
Cotton Blouses
Cotton Knit Undies
Rayon Knit Undies
Corduroy Play Suits

FOR THE HOME
Sheets
Pillow Cases
Sheetings
Tubings
Bleached Goods
Percales
Wash Goods
Rayon Piece Goods
Comforters
Quilts
Printed Spreads
Printed Drapes
Mattress Protectors
Mattress Covers
Comforter Covers
Blanket Covers
Ironing Board Covers
Pillow Protectors
Cottage Curtains
Bathroom Curtains
Sash Curtains
Dinette Curtains
Long Cotton Curtains
Bias Tape
Curtain and Spread Ensembles
Wash Basket Liners
Pressing Cloths
Clothes Pin Bags
Hot-Pot Holders
Washing Machine Covers
Pastry Cloths
Sewing Machine Covers
Trouser Pockets
Baby Bibs
Shoe Bags
Garment Bags
Laundry Bags
Sewing Boxes

PERSPECTIVE

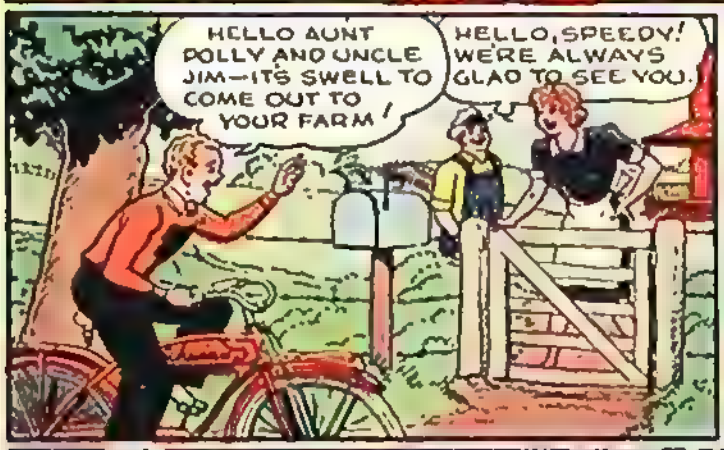
by

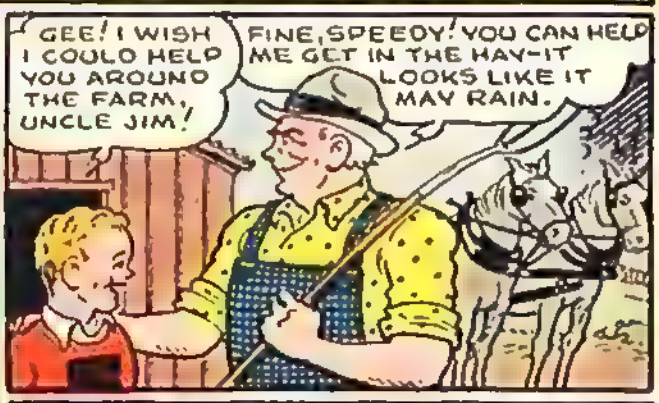
VICTOR PERARD

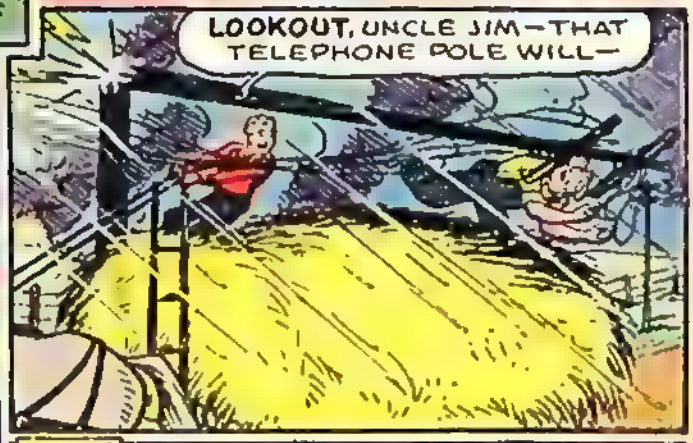
PITMAN 22

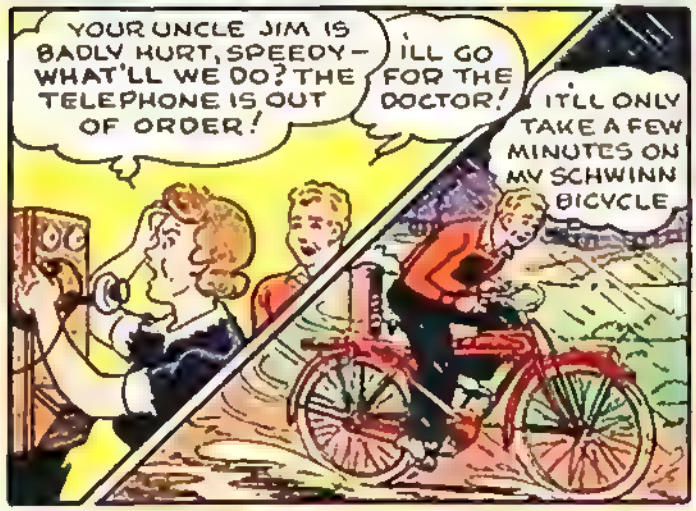
XR

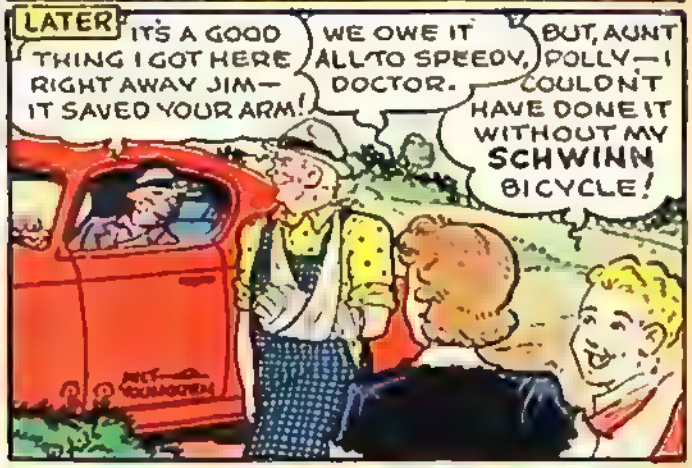
SPEEDY WHEELER AND HIS SCHWINN-BUILT BICYCLE



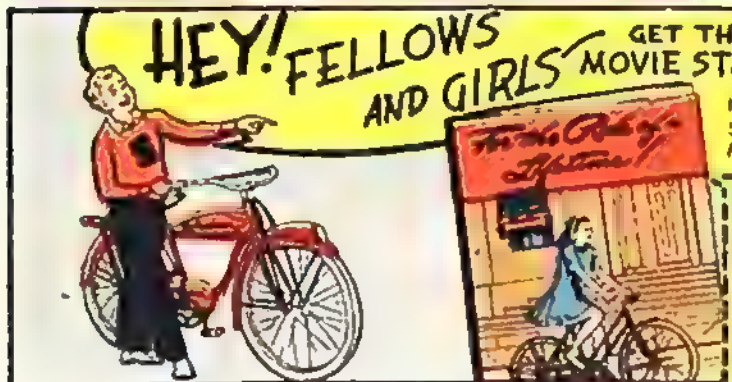








HEY! FELLOWS AND GIRLS GET THIS BIG, EXCITING MOVIE STAR-BICYCLE FOLDER FREE!



It's super! Packed with color pictures of Hollywood headliners on their Schwinn Built Bicycles—famous for speed, safety, easy riding. It's yours free—but supply is limited. To get your copy—mail coupon right now.

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Please send me FREE Movie Star Bicycle Folder

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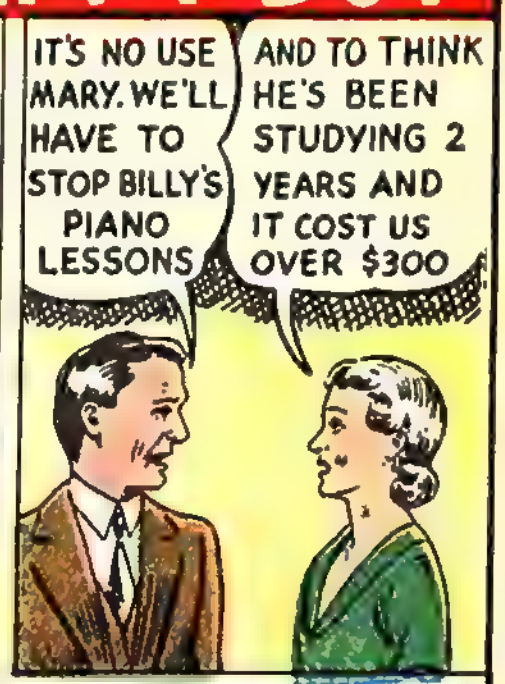
ARNOLD, SCHWINN & CO., 1741-A N. Kildare Ave., Chicago 39, Illinois

PLAY PIANO THE FIRST DAY...
OR DON'T PAY!

Here's Your Chance to BE POPULAR!

HOW A SIMPLE DISCOVERY MADE BILLY A VERY HAPPY BOY



NEWLY INVENTED SLIDE CHORD DEVICE MOVES OVER KEYBOARD AND TRAINS ANY ONE TO PLAY PIANO IN ONE DAY

This amazing invention fits any piano and guides your fingers through the most complicated melodies and tunes. No tedious drills or exercises. You get quick and pleasing results by following our Easy ABC PICTURE METHOD containing 25 complete lessons. And in addition there are 27 popular songs so arranged that anyone, even a child, can play them all from 4 simple chords. Now there's no need to envy your piano-playing friends. Overnight, you, too, will become the life of the party.

FREE NO-RISK TRIAL OFFER

Because of the unusual success of our exclusive method, our generous NO RISK offer must prove everything we claim or it costs you nothing. The 25 lesson ABC PICTURE COURSE with 27 SONGS ARRANGED TO PLAY FROM 4 CHORDS and the newly-invented CHORD-SLIDE DEVICE cost only $2 complete-not a penny more to pay EVER. SEND NO MONEY. Mail the coupon to-day and when the course arrives, pay only $2 plus the C. O. D. charges (We prepay postage if you enclose $2) Then, if after 5 days you are not actually playing piano with both hands by ear or note, return the entire course and your $2 will be refunded.

SEND NO MONEY-MAIL COUPON

Dale Shears School of Music
Studio 8201, Struthers 3, Ohio

☐Subject to your Money-Back Guarantee, I am enclosing $2 (cash, check or money order) as full payment for the new CHORD-SLIDE INVENTION, the self-teaching "ABC PICTURE-METHOD" and the 27 POPULAR SONGS, all arranged to be played with 4 simple chords. You agree to pay the postage.

☐Send COD and I will pay $2 plus postage. Same Money-Back Guarantee applies.

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CITY .....STATE .....

I love
to wear
a sweater

...since I bought my Perma-lift

"Added Attraction"

Padded Bra with the "Natural" Look

Sweaters are a "must" with all my friends, but they just didn't seem to do a thing for me. I wanted to look like the other girls, but most of the padded bras I've seen are so unnatural—so exaggerated

Then I tried "Perma-lift's Added Attraction" and my troubles vanished. Here's a bra that gives me such a natural figure, my sweaters and blouses look perfect—fit beautifully just what I want.

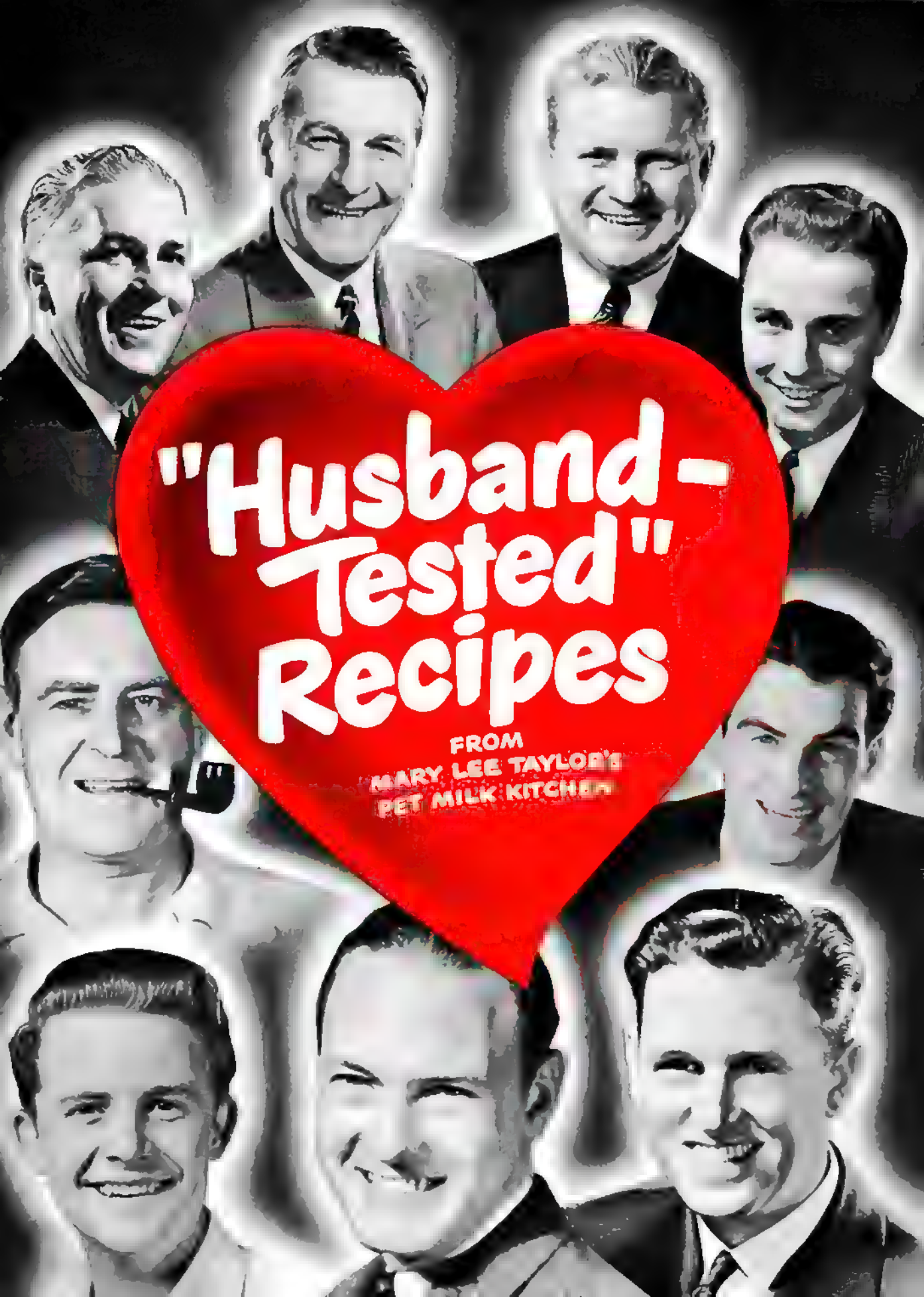
The secret is in the concealed, pure white, precision cut, foam rubber pads The natural shaping is there forever and the pads stay white as long as the long life of this wonderful bra.

So why don't you go to your favorite store today and try a "Perma-lift Added Attraction" Bra. Priced so reasonably—just $4 in fine cotton—$5 in miracle nylon. Strapless style—$5 00.

Enjoy the luxury of this new "Perma-lift" Pantie with the patented Magic Oval crotch It can't ride up—chafe or irritate the most comfortable pantie you've ever worn just $5.95.*

Perma-lift
BRASSIERES

* [illegible]


"Husband-Tested" Recipes
FROM
MARY LEE TAYLOR'S
PET MILK KITCHEN

P.S. TO THE LADIES: *For a great shampoo try friend husband's Listerine Shaving Cream . . . just a little makes clouds of foamy, cleansing lather.*

Dutchboy Sandal
"Lastex" yarn in strap
Six color combinations
Laced Espadrille
Five color combinations
Dutchboy Loop Sandal
"Lastex" yarn in loops
Eight color combinations
Plied Cork Sandal
"Lastex" yarn in gores
Six color combinations
Saddle Oxford
Three color combinations
Kedettes
REG US PAT OFF
Candy Stripe Tie
Four color combinations
Strap Moccasin
"Lastex" yarn in strap
Six color combinations
Cool enchantment — the charm of Kedettes. Gay colors to go with casual clothes. Flattering designs that fit your feet perfectly. Extra comfort in knowing they're easy to wash clean. Chic cotton fabrics. They are not Kedettes unless the name Kedettes appears in the shoes. At the better stores. 2.00 to 3.50.
United States Rubber Company
Rockefeller Center, New York

How to wake up smiling...

Get this new Sentinel Clock with its Friendly Bell Alarm—only $3.25

Do you like to get up in the morning? Probably not—for who does? But the nicest and surest way we know to wake up with a smile is to rely on a Sentinel Alarm Clock to do the job. A pleasant alarm, a good looking clock, at a very moderate price!

Remember, also, that there's an attractive Sentinel clock for every room in your home, living room, bedroom, kitchen and bath... hand wound and electric. Sentinel wrist and pocket watches are smartly styled, too—and mighty important these days, they are all reasonably priced.

Let Sentinel Clocks and Watches "Guard Your Precious Time". They will do it faithfully and well. At good stores everywhere. No mail orders, please!

THE E. INGRAHAM COMPANY
BRISTOL, CONN. *ESTABLISHED 1831*
In Canada—
The Ingraham Canadian Clock Co., Ltd., Toronto
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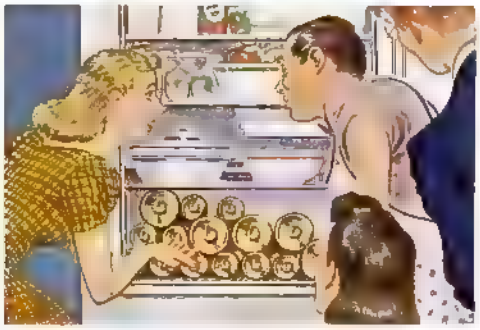
SENTINEL
CLOCKS AND WATCHES
"Guard Your Precious Time"

A New Note
In Smart Styling!
79¢
BANDEAUX AND
LONG LINES
Adola
BRASSIERES
INSPIRED
BY
HAWAII

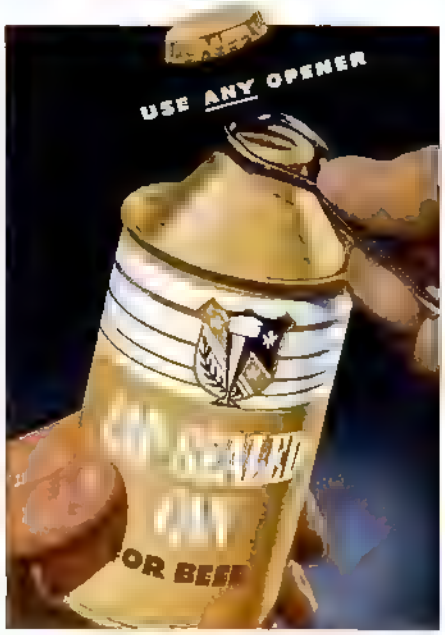
"Psst! Here's even better pickings!

"Look what I found in the refrigerator . . . BEER! And that's not *all* I found. While those two wolves were eating you out of house and ham, I took a good look at your beer supply. All the cans have this same kind of top. How come?"

"No special kitchenware needed to open *this* beer can. That top makes it easy. You see, this is a Cap-Sealed can, it opens with *any* opener. And you drink from a clean, cap-protected opening, too. But that's only half the story. My wife says..."



"Second helpings are always ready when we want them. Beer and ale chill *faster* in cans. And see how easily these cans stack on their sides. No deposits, no returns—no wonder we go for Cap-Sealed cans!" (Two convenient sizes: 12-oz. and quart.)



CONTINENTAL © CAN COMPANY

ASK FOR BEER OR ALE IN "EASY TO OPEN" CAP-SEALED CANS

Compare Pall Mall with your old cigarette

© 1948, P. A. C. B

Good things happen over Coffee...

There is no fence in any town
Refreshing coffee can't tear down!

Iced coffee's zestful flavor climbs
Those little fences in folks' minds
That keep the best of friends apart
And hide from each, the other's heart.

Yes, fences seem to disappear
When we enjoy iced coffee's cheer!

"Look for this seal on the Coffee Maker you buy."

2 EASY RECIPES FOR DELICIOUS ICED COFFEE

THE "PRE-COOLED" WAY

1. Make coffee regular strength.
2. Cool in covered, non-metallic container not more than 3 hours.
3. Serve in tall glasses with ice. Sugar and cream to taste.

THE "JIFFY" WAY

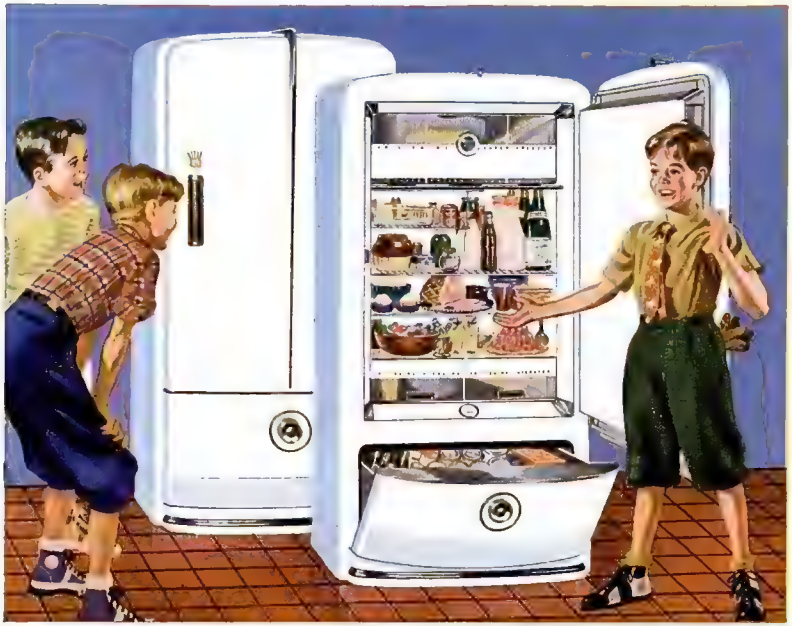
1. Make coffee double strength—by using *half* the amount of water to your usual amount of coffee.
2. Fill a tall glass to the brim with ice.
3. Pour hot coffee over ice. Sugar and cream to taste.

PAN-AMERICAN COFFEE BUREAU

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • El Salvador • Guatemala • Honduras • Mexico • Venezuela

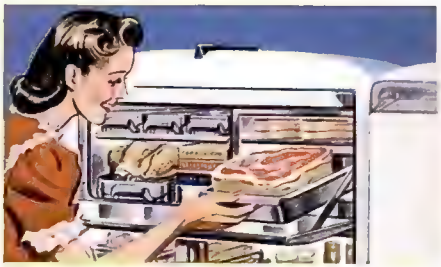
With the cooperation of the NATIONAL COFFEE ASSOCIATION

Greater Value—Inside and Out!



FRIGIDAIRE

offers you more in beauty, economy and usefulness

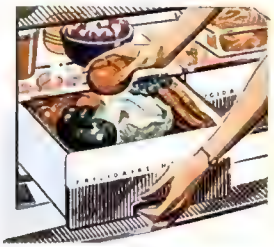


Bigger, Roomier Throughout!

Food compartments of 1941 Frigidaires are bigger—have adjustable shelves. Frozen storage compartments are up to 74% larger. Plenty of room for storing frozen foods, making frozen desserts, or making ice cubes! The scientifically designed Meat Tender Compartment, built into the De Luxe Cold-Wall Super-Freezer Chest, keeps all fresh meats better.

See Entirely Different Cold-Wall Models—Up to $40 Savings!

Above is the brilliantly new Cold-Wall Refrigerator developed by Frigidaire. Because it has chilling coils in the walls, it keeps foods from drying out, preserves precious vitamins longer, saves foods' natural flavor and freshness—*without food covers* of any kind. Amazingly different—yet priced like ordinary refrigerators . . . some as much as $40 below last year. See them now.

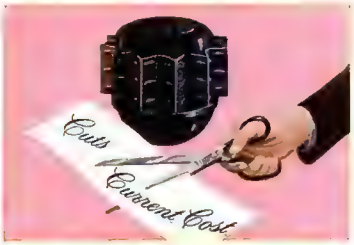


Sliding Hydrators!

All fully-fitted 1941 Frigidaires have handy Hydrators, glass-topped in most models—that slide like a drawer on stainless steel glides. Frigidaire Hydrators provide the moist cold needed to keep perishables dewy fresh and appetizing.

Exclusive Quickube Trays!

Try them and you'll agree that Quickube Trays are best. Built-in handles release both trays and cubes. No separate prybars or other gadgets to lose or misplace. Ice the instant you want it! And remember—only Frigidaire offers Quickube Trays.



Exclusive Meter-Miser!

Simplest refrigerating mechanism ever built—now super-powered, to keep food safer and freeze ice faster, yet uses less current than ever. Insures permanent quietness and current savings. Sealed in steel. Never needs oiling. Refrigerates with Frigidaire's safe F-114.

You Know What You Get!

Frigidaire's new Facts Label gives Proof before you buy! Look for it! Remember, too—unless a refrigerator bears the Frigidaire nameplate, it is not a genuine Frigidaire, made only by General Motors.

Buy the favorite—

FRIGIDAIRE ELECTRIC REFRIGERATORS RANGES AND WATER HEATERS

buy Frigidaire

. . . over 6 million built and sold

Many Choices—Each a Bargain!

Choose from more than a dozen Frigidaire models. Many have ALL porcelain exteriors *All* Frigidaire interiors are ALL porcelain. Illustrated are two of the new fully-fitted standard Frigidaires. Their giant 6 9/10 cu. ft. capacity—and many conveniences—are typical of Frigidaire 1941 bargain values. See your Frigidaire dealer for low local prices. Frigidaire Division, General Motors Sales Corporation, Dayton, Ohio. Canadian Factory at Toronto.

How to set MILKING to music

WITH HEALTHY, EASY-MILKING TEATS AND UDDERS

Whether you milk mechanically or by hand, soft, pliable, healthy teats and udders vitally aid in turning in full milk pails, and in the ease and satisfaction in the job of milking. Keeping the tender tissues in top-notch condition is no hit-or-miss task, and should be intrusted to nothing short of the very best protective, penetrating ointment the market affords. And so-called "udder ointments" do vary vitally . . . even though names and packages may be confusingly similar.

Bag Balm is worth remembering by name . . . AND INSISTING UPON . . . because it not only is time-tested in actual use by thousands of the finest dairymen . . . but also because this experience-in-use is a laboratory that has guided numerous major improvements that have kept this fine product always the leader in its field.

For chaps, cuts, burns, superficial injuries and as an effective massage medium for caked bag and congestion, keep Bag Balm always on hand. Sold by druggists, feed dealers, general stores and many seedsmen. Large 10-ounce package, only 60¢. Send for free 32 page booklet, "Home Aids to Cow Health."

Dairy Association Co., Inc.
Dept J-3, Lyndonville, Vt.

10 OUNCES ONLY 60¢

Bag Balm

FAMILIAR GREEN TINS—OR IN THE ROUND WAR-TIME PACKAGE

MOM, DAD! IT'S FREE!

OFFICIAL SYLVANIA BUCK ROGERS SPACE RANGER KIT

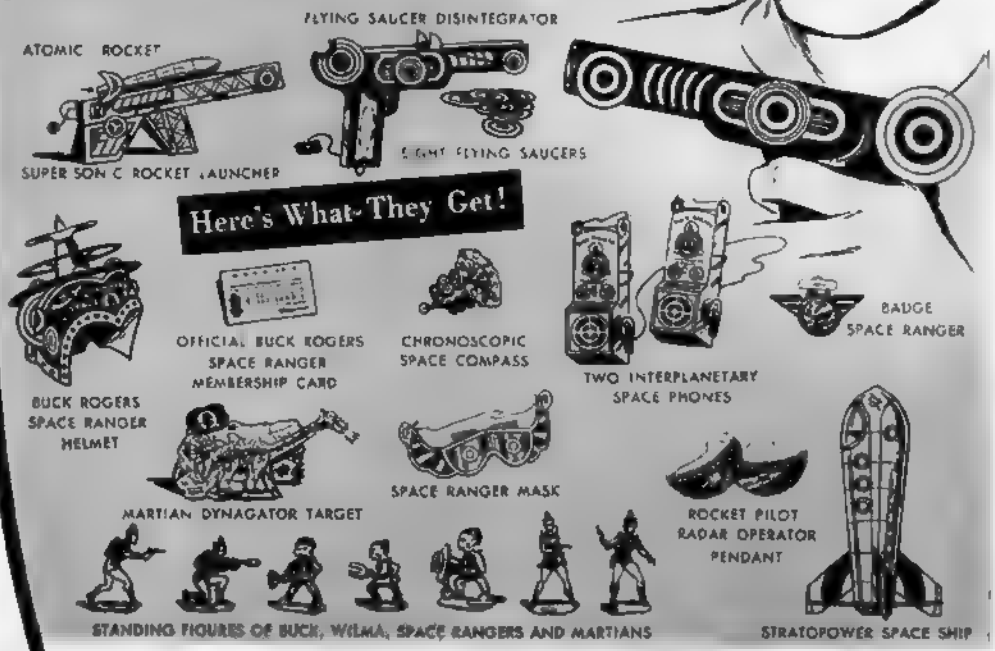
Compliments of Your Sylvania TV Dealer!

Get This Thrilling Gift for *Your* Youngsters!

A treasure kit of wonderful new space toys for your youngster – absolutely FREE! Just visit your nearest Sylvania Dealer and see a demonstration of the powerful new 1953 Sylvania Television with HALOLIGHT. Then your child receives the marvelous Sylvania Buck Rogers Space Ranger Kit – with 21 action-packed, zooming, whirling Space Toys. Talk about fun – these toys are *really* "out of this world!"

So don't delay. Visit your Sylvania Dealer NOW.

... AND REMEMBER – Bring your boy or girl with you – to get the free Space Ranger Kit. But *hurry* – the supply is limited!



YOU'LL BE GLAD YOU CAME IN TO SEE

SYLVANIA TV

with Bigger Better-Than-Ever **HALOLIGHT***

The Original Frame of Light That's Kinder to Your Eyes!

*Sylvania Trademark

The Arlington (175M) 21" Table Model with HALOLIGHT Mahogany veneer cabinet. Stratopower "508" Chassis. Available with built-in UHF reception. Also in Blonde (175B).

Television Sets, Radios, Radio Tubes, Television Picture Tubes, Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps.
Sylvania Electric Products Inc., *Radio and Television Division*, 254 Rano Street, Buffalo 7, New York. See SYLVANIA'S BEAT THE CLOCK on CBS-TV.

You can't laugh off INFECTIOUS DANDRUFF!

INFECTIOUS DANDRUFF, with its telltale flakes and scales, is an all too common ailment which should never be taken lightly.

If you have any evidence of it don't fool around with so-called "overnight" cures devoid of antiseptic power. Get busy with Listerine Antiseptic and massage which treats infection as it should be treated . . . with rapid germ-killing action.

Kills "Bottle Bacillus"

You simply douse Listerine Antiseptic on the scalp and it goes to work, killing literally millions of germs. Most important of all, it kills the stubborn "bottle bacillus" (P. ovale).

This is the ugly customer that so many dermatologists say is a causative agent of infectious dandruff.

See Quick Results

You'll be delighted to see how quickly you begin to note improvement. Embarrassing flakes and scales begin to disappear from scalp, hair and coat collar. Itching is alleviated. Your scalp feels marvelously cool, fresh and healthier. And your hair returns to its natural good-looks. Remember, in clinical tests, twice-a-day use of Listerine Antiseptic brought marked improvement within a month to 76% of the dandruff sufferers.

Don't wait till infectious dandruff gets a head start. Guard against it now. Make Listerine Antiseptic and massage a regular part of regular hair-washing routine. For more than 60 years the chief use of Listerine Antiseptic has been as an antiseptic mouthwash and gargle.

LAMBERT PHARMACAL CO., *St. Louis, Mo.*

AT THE FIRST SIGN OF FLAKES AND SCALES
LISTERINE ANTISEPTIC
Quick!

P. S. IT'S NEW! Have you tried Listerine TOOTH PASTE, the MINTY 3-way prescription for your teeth?

A Sweetheart of a Figure

YOURS FOR SURE WITH LIFE BRA

A high, young and [illegible] bosom [illegible] with real separation. That's what Life Bra by Formfit [illegible] for you regardless of your bust size or shape! No wonder *more women wear Formfit than any other make!* Life Bra, designed from [illegible] models to give correct figure proportions [illegible] comfort. And it's tailored also exclusive Formfit way with quilted cushions for beautiful support and elastic inserts for free action comfort. Be fitted and see what an exciting difference Life Bra can make! At better stores everywhere.

Life Bras from $1.25

Life by Formfit

ONLY FORMFIT MAKES Life BRAS, GIRDLES, FOUNDATIONS

Life by Formfit

First Choice...

FOR FIT, FOR COMFORT, FOR A SWEETHEART OF A FIGURE

Know why *more women wear Formfit than any other make?* The reason is that regardless of your bust size or shape, there's a Life Bra by Formfit to give you a high, young, naturally lovely figure [illegible] with blissful comfort and freedom! The secret is in the exclusive way Formfit designs Life Bras to [illegible], [illegible], [illegible], [illegible]. Tailored so [illegible] with quilted cushions for beautiful support, plus elastic inserts for free action comfort. Be fitted and see what thrilling things a Life Bra can do for you! At better stores everywhere.

Life Bras from $1.25

ONLY FORMFIT MAKES Life BRAS, GIRDLES, FOUNDATIONS

WALNUT FINISH

OVERSIZED

MR. BIG

$5.00 *postpaid*

Average
Bowl Height 2"
Pipe Overall 6¼"

This page is much too small to show you the truly colossal size of the Mr. Big pipe! Yet it is a masterpiece of lightweight engineering, for the pipe is balanced and comfortable in the mouth. All the pleasures of smoking can be packed into the huge bowls designed for truly masculine enjoyment.

COMMANDO

Top View Showing Oval Bowl

$1.00 *postpaid*

Men of action appreciate a sweet-smoking pipe that is rugged and practical! The flattened bowl holds a full measure of smoking satisfaction.

DOGWOOD PRINCE

$1.00

A "natural" fo smokers who pre fer a pipe to "breathe" throug unsurfaced pores. Graceful styl for mouth comfort. Natural finis

Smoke Signals

A GUIDE TO SMOKING PLEASURE

NO. 9

SPRING 1946

George Yale

1083 AVENUE OF THE AMERICAS

NEW YORK 18, NEW YORK

TR ||| IL RE'PROD 1 6 5 8 CARP 3/.

Double your Enjoyment during the New Year with the

"bonus year" TEN HIGH

HAPPY NEW YEAR!—We've waited an *extra* year to give you the *"bonus year"* TEN HIGH.

And, mister, when you taste the detectable goodness added by that extra year, you'll say, "There's a birthday worth *celebrating!"* That includes you millions of TEN HIGH drinkers who didn't think this famous whiskey with "no rough edges" *could* taste better.

You'll find all the old-time satisfaction in the *"bonus year"* TEN HIGH—*plus* a bonus of flavor that *Doubles Your Enjoyment!* Straight Bourbon Whiskey. 86 proof. Copr. 1942, Hiram Walker & Sons Inc., Peoria, Ill.

. . . this whiskey is 4 years old

"THE RIBBERS" *by Glen Fleischmann*

This new wonderful electric game is loaded with football, true-to-life action. It takes a keen knowledge of the game to win—to outsmart, outplay your man. Electric keys at each end of the playing field, send currents through a maze of wires. Lights flash the play! Yards gained or lost depend on the keys secretly pressed by you and your opponent. It's a thrill when you hit the right combination . . . go tearing through for a long run.

Originally this game sold for $5. Today it is 100 per cent better in every way and sells for one-half the price. Games are 14x16 inches, come COMPLETE with lamps, battery, full directions. You can start playing the moment you open the box. $2.50 COMPLETE, postpaid.

MAIL COUPON TODAY! Money Back Guarantee!

ALL ELECTRIC GAMES SAME SIZE

☐ Amount Enclosed

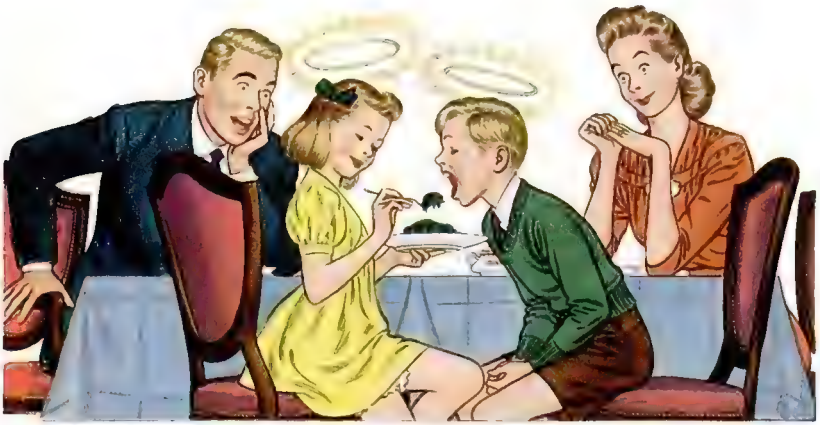
ELECTRIC GAME CO., INC.
4750 Front St., Holyoke, Mass.

☐ Electric Football
☐ Electric Baseball
☐ Electric Air Race
☐ Electric Bowling
☐ Electric Flash Quiz

$2.50 brings game COMPLETE in attractive box.
C. O. D. Send $1.00. Postman collects balance.

Name _____
Street _____
City _____ State _____

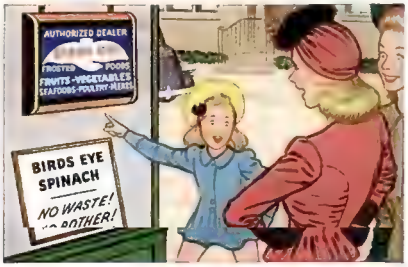
Take a *leaf*... <u>any</u> leaf... of this Marvelous Spinach!



1. Leaf for deep-green leaf, there's just no other spinach like Birds Eye Spinach!

Right today its rich flavor will match that of the best-tasting spinach in summer! Yep, you'll be amazed at its garden-freshness . . . the cool, crinkly-freshness of spinach just picked! But then . . .

2. Birds Eye just doesn't believe in indifferent spinach. So we grow *only* spinach that's famous for zestier flavor . . . in soil spinach takes to best! We know how you *hate* sandy spinach. So we bathe every pound of Birds Eye Spinach in gallons of clear, spring water! Above *all* . . .



3. We worship and cherish *garden-freshness! 4 hours after it's picked* . . . this spinach is Quick-Frozen! Flavor, freshness, vitamins are captured . . . snugly *held in* till you're ready to eat! Open the box, cook and serve! A trouble-free spinach, if ever you saw one!

Specials!

(May 12-17)

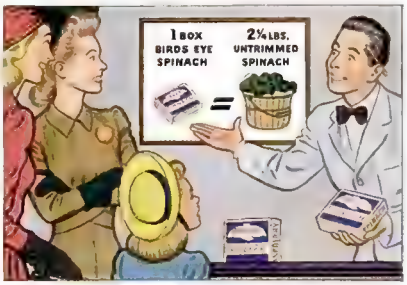
GET-ACQUAINTED SALE!

BIRDS EYE SPINACH*

BIRDS EYE RASPBERRIES

*(Try it in this luscious Spinach Ring . . . surrounded by Birds Eye Scallops cooked to a turn.)

ASK FOR THE BIRDS EYE COOK BOOK . . . *just out!* 64 pages of tempting food dishes! Only 10¢ at your dealer's . . . or write Birds Eye Frosted Foods, Dept. L.M. 5-41, Battle Creek, Mich. Good in U. S. only.



4. And, Birds Eye Spinach is a budget joy! You pay for no *wasteful*, stringy leaves! Every wholesome ounce is eatable! Thus, one box of Birds Eye Spinach equals 2¼ lbs. of untrimmed spinach! That's the economy . . . you'll enjoy in all the grand Birds Eye Foods!

Important! Birds Eye Spinach recently received the Seal of Acceptance of the Council on Foods of the American Medical Association!

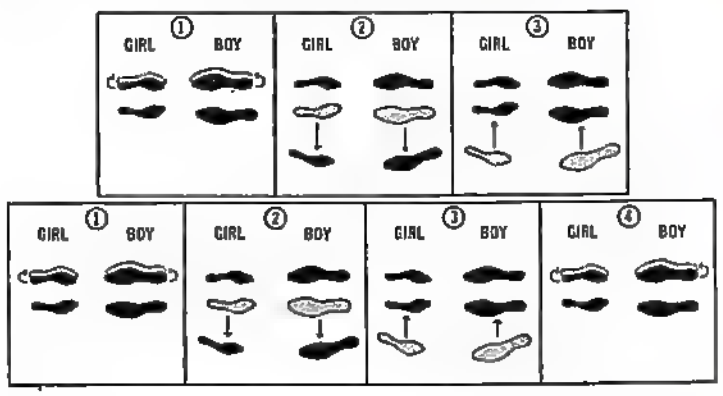
To Avoid Disappointment: Always look for the Birds Eye on the window and on the package before buying! It's your guarantee of over 60 top-flight Birds Eye Foods . . . THEY MUST SATISFY OR MONEY BACK! For further information, write Frosted Foods Sales Corp., 250 Park Avenue, New York, N. Y.

BIRDS EYE BRAND FROSTED FOODS

REG. U. S. PAT. OFF.

Introduce THE "ASTAIRE SWING TROT"

BASIC STEP OF THE ASTAIRE SWING TROT



A NEW DANCE—THE ASTAIRE SWING TROT... Fred Astaire and Ginger Rogers, featured in Metro-Goldwyn-Mayer's "The Barkleys of Broadway," introduce a new dance, the Swing Trot, that may become America's next dancing craze. A ballroom step "straight down the groove and swingy," it was designed by Astaire to rule the limitations of overcrowded dance floors. The basic step is a 1-2-3, 1-2-3-4 count danced against a 4-4 fox trot rhythm. Swinging itself with and against time as alternate bars, it creates an automatic syncopation. An entire dance may be performed merely to the simple step shown in basic step illustration.

Key step of the dance... Man holds partner in normal dancing position, feet together. To 1-2-3 count he steps with right foot in place (1), points out to side with left foot (2), steps back in place with left foot (3). Partner does same on opposite foot. 1-2-3-4 count repeats identical three movements, adding step in place with trailing foot for fourth count.

2 x D
"*The* BARKLEYS OF BROADWAY"

Mandy's giving us another chance

since we changed to silence!

1 **"I'se quittin'," announces Mandy** heatedly one day last month. "Can't sleep nights on account of the rumbling of that ol' refrigerator. Then just when I'se makin' ice cream, it stops en-tirely!" "John," warns my wife, "if Mandy leaves, we're sunk. We need a new refrigerator . . . *right away!*"

2 **"I know one that can't make a noise,"** she continues. And with that she rushes me downtown to the Servel showroom. There I see a refrigerator . . . *without machinery* . . . with only a tiny gas flame doing the work. Naturally, it's always silent. And having no moving parts, there's nothing to wear.

Refreshment . . . Real Refreshment

Looking pleasant is so easy at the soda fountain. There's good humor and good company all around you. And, before you is *the pause that refreshes* with ice-cold Coca-Cola. That's a lot for 5 cents—a lot of real refreshment.

Coca-Cola
"Coke"

Ask for it either way . . . both trade-marks mean the same thing.

5¢

COPYRIGHT 1950, THE COCA-COLA COMPANY

The Dzus Fastener has evolved in our modern industrial age as the ultimate culmination of quick-acting, self-locking detachable fasteners. It locks and unlocks in a quarter turn; it is secure and vibration proof; it affords quick access with safety and dependability. It is used for fastening any type of door, panel or removable part in the industrial, electronic, plastics, communications and transportation fields. • • • If you are designing or manufacturing products having detachable parts or panels, you should be familiar with this product. Write for further information.

The word DZUS is the registered trade mark of the Dzus Fastener Co., Inc.

BABYLON DZUS FASTENER CO., INC. NEW YORK

IN CANADA: RAILWAY AND POWER ENGINEERING CORP., LTD.

RALEIGH

The All-Steel Bicycle
1951

COOL, REFRESHING MINT
Richardson's
OLD FASHIONED STRIPED CREAMY MINT
Richardson's
AFTER DINNER MINT
AFTER DINNER
U·ALL·NO
Richardson's
PRODUCTS

IN JAMBOREE UNIFORM Billy is inspected by Scoutmaster Rex Wiekenkamp before leaving. Wiekenkamp, a construction worker, stayed home.

ON STATION PLATFORM in Missoula, Billy's mother cries as she and son Gary, 9, watch Billy leave for Valley Forge. She is Den Mother for Gary's group of Cub Scouts.

SCOUTS' FEET dangle out of berths while Dr. Charles Lyons checks them at night for bruises and athlete's foot. Lyons is not a Scout but went along in uniform to help out.

COVERING FACE. Billy giggles in embarrassment when a Scout leader comes through car to ask boys if their bowel movements have been regular.

BILLY'S JOURNEY PROVES MORE FUN THAN JAMBOREE

Of the 35 Scouts who went to the jamboree in Billy's group, 30 (including Billy) had never eaten on a diner or slept in a Pullman berth before. Along the way Billy took in the Chicago stockyards, West Point, a boat ride down the Hudson and Coney Island. By the time he got to Valley Forge the jamboree itself was almost an anticlimax. The tents for his troop failed to show up for two hours, and because someone forgot to order box lunches for the trip from New York, the Scouts had had nothing to eat since breakfast. But a history student in the crowd joked that Washington had had it tougher on the same campground, and everyone felt better. The rest of the week was spent sightseeing, though Billy's group filed past the Liberty Bell in Philadelphia so fast he "didn't even see the crack." And a newsreel truck blocked his view when President Truman visited the camp, so Billy didn't see him either. But he got in a lot of trading, received four letters from home on one day and agreed when it was over that the trip had been worth all the trouble—even cleaning out the cesspool.

IN CHICAGO STATION Billy, wearing jamboree T-shirt and with cap askew, dangles a chocolate cigaret as he poses in a "Photograph Yourself" booth.

IN PACKING PLANT on Chicago trip, Scouts watch slaughter. Billy *(right)* has just seen workmen kill a steer, and grisly sight makes him turn away sick.

ON SCOUT TRAIN Billy and his berthmate, Gary Barnes, 15, lie awake and look about to make sure nothing will fall on their heads during the night.

AT DEARBORN, outside Detroit, Billy and his friends peer into museum's restoration of Edison's laboratory. Almost all the Scouts carried cameras.

AT CONEY ISLAND, after riding roller coaster, Billy considers buying a paper parasol to take home to his mother but decides it won't fit into his pack.

ON SUBWAY Billy falls asleep on his way back to Manhattan hotel from Coney Island. After going to church that morning, he spent all day sightseeing.

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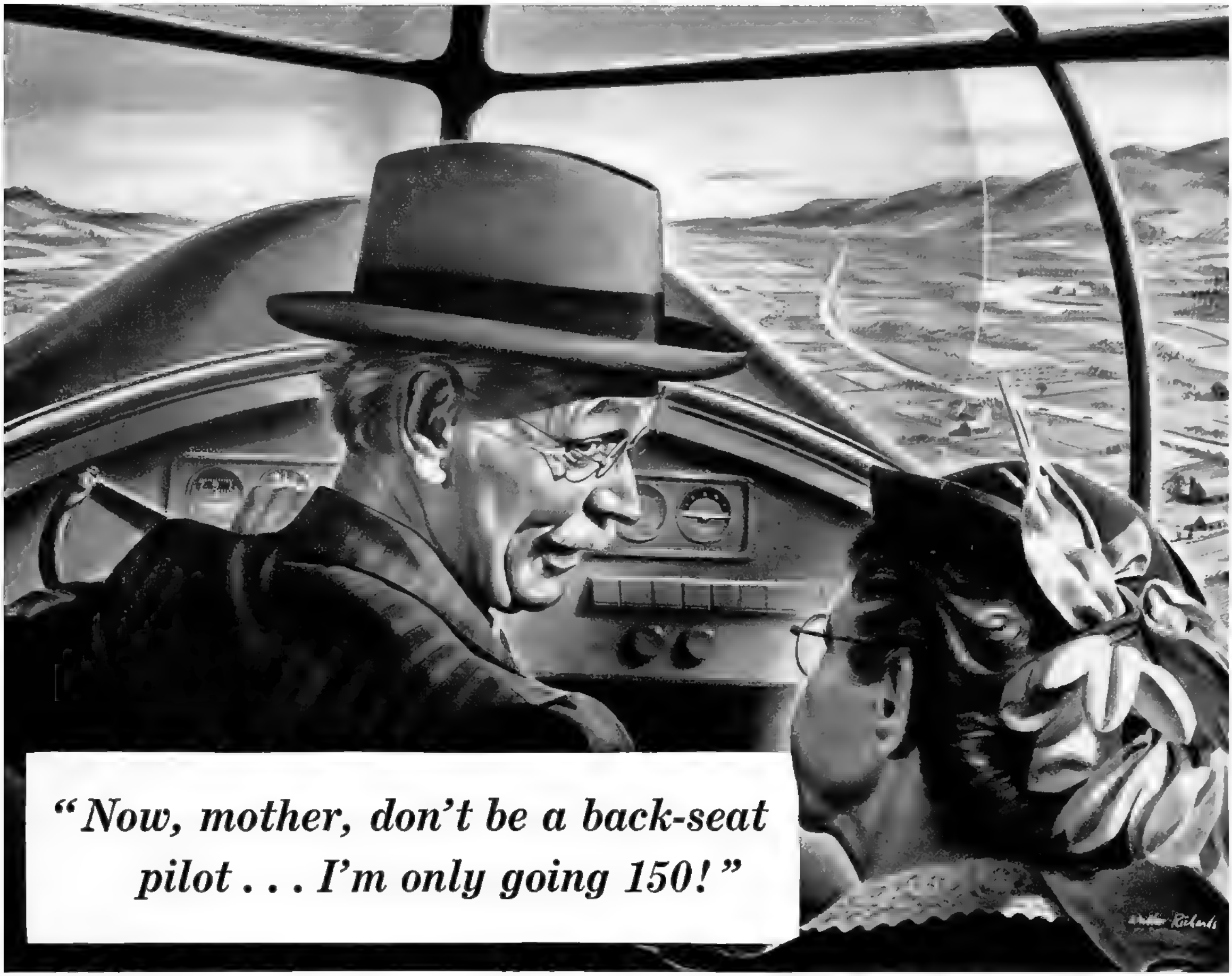


WILL ordinary folks own a family plane? No question about it! You could buy one today but for the war. That's only part of the story. There'll be super-luxury liners for air travel. Fleets of flying freighters! You'll see them all in the new America that is just around the corner.

This will be a land that's even more wonderful than the one we're all fighting for today. Its birth is scheduled for the day after Victory. From blueprints already drawn . . . from factories already producing . . . from the hearts and minds of men already building toward it, will come a way of life to dwarf anything we've ever known.

If you had been as close to aviation as we of B. F. Goodrich have been for three decades, you too would realize that miracles are becoming commonplace. From our own laboratories, we've seen developments which helped to give a new concept to flying. Developments such as the first low-pressure airplane tire, a Silvertown that could take the impact of a plane's landing again and again. The first De-Icer, which makes possible year-round flying. Brakes to bring giants-of-the-air to safe, smooth stops. The list of B. F. Goodrich aviation products numbers 80 now . . . and it's still growing, still improving, still probing the future.

Right now, of course, we have that other job to do. The planes we equip today must destroy before they can create. Uncle Sam's bombers, fighters, and trainers have first call on our Silvertown Tires, Expander Tube Brakes, De-Icers, Bullet Sealing Fuel Cells. But, when that famous birthday arrives, the planes of peace will also be supplied with B. F. Goodrich equipment. The B. F. Goodrich Company, Aeronautical Division, Akron, Ohio.

Here are some famous American planes that are supplied with B. F. Goodrich equipment:

LOCKHEED HUDSON

VULTEE VENGEANCE

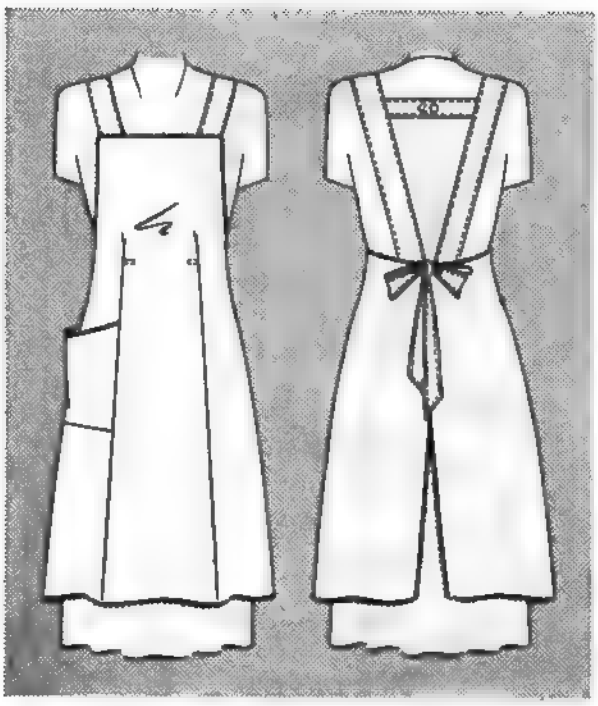
DOUGLAS DIVE BOMBER

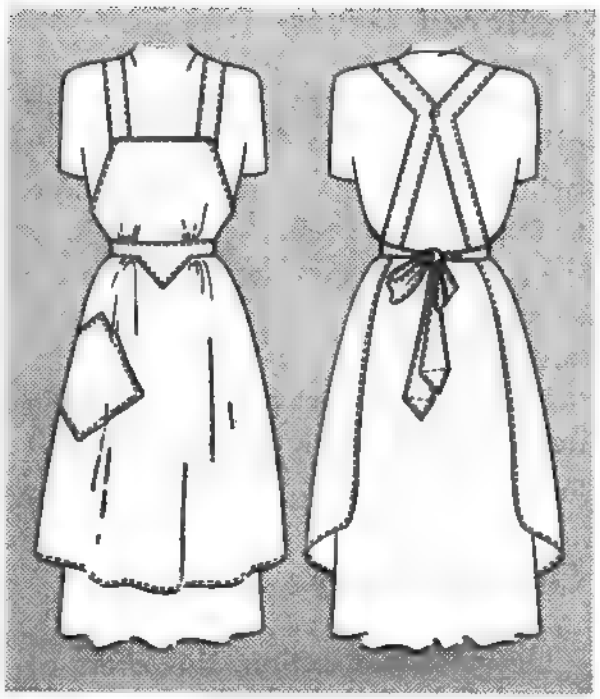
CONSOLIDATED PATROL BOMBER

Skyway or Highway

B.F.Goodrich

FIRST IN RUBBER





ELASTIC STOCKINGS

. . . but even her husband never guessed

all evening long she enjoyed comfortable relief from surface varicose veins

No longer need you sacrifice the beauty of your legs to get comfortable relief from the pain of surface varicose veins.

Bauer & Black Elastic Stockings are not conspicuous, even under sheer chiffon hose. These fashioned-to-fit "Lastex" stockings have two-way stretch, are light, cool, comfortable.

If your doctor has prescribed elastic stockings, see 7 styles for men and women at drug, department and surgical supply stores. Accepted by American Medical Association, Council on Physical Therapy.

BAUER & BLACK *Elastic* STOCKINGS

FREE! . . INTERESTING BOOKLET ON ELASTIC STOCKINGS! Bauer & Black, Division of The Kendall Co., Dept. EC-34, 2500 S. Dearborn, Chicago. (In Canada, Leaside (Toronto), Ontario.)

NAME_____

ADDRESS_____

1 EXTRA-CREAMY, EXTRA-SOFTENING

2 ACTUALLY AN EMULSION OF SKIN-SOFTENING INGREDIENTS

3 GIVES RED, CHAPPED HANDS A SOFTER, WHITER LOOK FAST

4 USE BEFORE AND AFTER EXPOSURE; BEFORE AND AFTER LAUNDERING, DISH-WASHING

On sale at all toilet goods counters

Copyright 1942 by Lehn & Fink Products Corp. Bloomfield N. J.

HINDS FOR HANDS

and wherever skin needs softening!

A man gets "grown-up" faster when he *eats* his milk, too!

The long and short of it is—a man has "responsibilities." One of the biggest is getting plenty of milk, to grow up strong and husky and full of pep.

But lots of times a fellow's too busy—or too full—to *drink* all the milk he needs. Best way is to have him *eat* his milk too, in extra-good dishes made with extra-rich Carnation.

The very things that make babies thrive on this safe, pure milk are the things that make it ideal for your young man. The nourishing milk solids of fine whole cow's milk—all of them—for only part of the natural water is removed. Then there's Carnation's easy-to-digest soft curd. And the "sunshine" vitamin D it's enriched with. All wonderfully good . . . wonderfully healthful!

Times change—and a fellow's clothes . . . and voice . . . and feeling about girls. But one thing goes right on! The job Carnation Milk can do for him. Diluted half and half for drinking . . . taken "straight"—like cream—on fruit and cereals. And eaten, in dozens of dishes he'll go for. Try him on the pudding recipe given here—and you'll see!

PARADISE PUDDING

Soak 1 tbsp. gelatin in ¼ cup cold water 5 min. Dissolve in ½ cup Carnation Milk, diluted with ½ cup boiling water and scalded. Cool. Cut 12 candied cherries, 12 marshmallows and 6 macaroons in small pieces. Whip thickened gelatin. Fold in the ingredients and 2 cups Carnation Milk, whipped. (To whip, chill icy cold.) Top with whipped Carnation Milk and cherries. Serves 10.

FREE! And a wonderful help in meal planning. Big 48-page, book of milk-rich recipes, soups, entrees, vegetables, desserts. Ask for "The Carnation Year Book of Menus and Recipes." Address Carnation Company, Dept. L4, Milwaukee, Wis.

IRRADIATED
Carnation Milk
"FROM CONTENTED COWS"

TUNE IN THE CARNATION "CONTENTED HOUR" MONDAY EVENINGS, NBC RED NETWORK

1949
with your new

YES! Now you can get HEMO in 2 delicious forms!

According to U.S. Government figures, *3 out of 4 families may not get* the proper amount of vitamins and minerals in their daily diet today.

That's why it's wise for every mother to serve her family HEMO—Borden's wonderful vitamin-full, mineral-rich food drink!

Whether you use the Liquid or Powder, HEMO offers most of the important vitamins and minerals so essential to your family's health.

HEMO's so *glorious-tasting*, too, grownups, as well as children go for it! Serve it hot or cold, at breakfast, lunch, dinner, or any time during the day.

Only 59¢ for 24 delicious servings . . . about 2½¢ a serving!

Slumber suggestion: A soothing cup of hot HEMO just before bedtime may help you relax. Try a cup tonight.

JUST ONE GLASS of Hemo gives you:

The Vitamin A in 3 boiled eggs!
PLUS
The Vitamin B_1 in 4 slices of whole wheat bread!
PLUS
The Vitamin B_2 (G) in 4 servings of spinach!
PLUS
The Vitamin D in 3 servings of beef liver!
PLUS
The Niacin in 3 servings of carrots!
PLUS
The Iron in ½ pound of beef!
PLUS
The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined!

HEMO exceeds adult requirements!

Minimum daily needs set by U. S. nutritionists		2 servings of HEMO, made with milk, give
4000 USP units	VITAMIN A	4800 USP units
333 USP units	VITAMIN B_1	400 USP units
2 milligrams	VITAMIN B_2	3 milligrams
400 USP units	VITAMIN D	410 USP units
(Not set)	NIACIN	18.3 milligrams
18 milligrams	IRON	15.7 milligrams
750 milligrams	CALCIUM	850 milligrams
750 milligrams	PHOSPHORUS	750 milligrams

POWDER OR LIQUID
BOTH LUSCIOUS
BOTH SAME VITAMIN RICHNESS
BOTH MAKE 24 SERVINGS

Borden's Hemo

The all-family vitamin pepper-upper

© The Borden Company

5¢ Joy Ride

Whe-e-e! What a joysome thrill for only a nickel! Your spirits will rocket sky-high—as you taste the yummy fresh-fruit goodness of Five-Flavor Life Savers! Orange! Lemon! Lime! Pineapple! Wild Cherry! Each one a treat—right out of this world! *All* in one handy 5¢ pack!

Because you love Beautiful Things...

IT'S

PRESIDENT

FOR YOU — FOR LIFE!

President Model 69, at left, is Australia's favourite family-sized refrigerator. Model 88 is the 8 cu. ft., de-luxe President with full depth door-shelves and gleaming trims.

PRESIDENT *is so* POWERFUL!

Write TO-DAY for free brochure and name of nearest PRESIDENT dealer to:—

PRESIDENT INDUSTRIES PTY. LTD., Hiles St., Alexandria, N.S.W., or 400 Lonsdale St., Melbourne

Am I the wrong woman for him ?

It's a worry common to wives—when husbands grow indifferent. If YOU'VE had cause to wonder, then check up on BAD BREATH. You don't think that you could have it? Then read what dentists say:

"You see, Colgate's active penetrating foam gets into the hidden crevices between your teeth . . . helps clean out decaying food particles and stop the stagnant saliva odors that cause much bad breath."

See how much brighter your teeth are? Feel that penetrating foam refreshing your whole mouth? And don't you enjoy Colgate's tangy flavor? Such a pleasant way to combat bad breath!

"In a drug store, you can sell anything!"

As the old joke has it, I was just waiting for a street car. Only it was a crosstown bus. I dropped into the corner drug store for a Coke.

The joint was full of high schoolers, listening to the character back of the fountain.

"I am a professional man, a pharmacist. And how do I spend my days? Selling cigarettes, plastic play pants, and non-skid shower curtains. Making change for phones. Decorating sandwiches with dill pickles. Building banana splits for you juvenile delinquents. A community service—that's me."

"Doc Cuglee for dogcatcher!" yells one kid.

"My pal!" said the Doc. "But what really panics this noble profession is postage stamps! A convenience for you customers, but a pain!

"I get thumb-tied tearing 'em apart. They get stuck, snitched, lost. People lick 'em, very unsanitary. I wouldn't use stamps on my own mail, except the postoffice insists! You can quote me."

At this point, I took my DM demonstrator out of the case and set it on the counter.

"Don't tell me!" said Doc Cuglee. "Another adding machine that also washes bottles?"

"Not at all, Doctor," I said. "This is the old reliable remedy for stamp troubles, the one and only genuine desk model postage meter, the DM!"

"Swing it, boy," said Doc. The kids grinned.

"The DM does away with adhesive stamps—prints postage as you need it, for any kind of mail, even parcel post. Just turn the dial to the amount you need, press the lever—and the stamp is printed right on the envelope. With a dated postmark, and your own ad, if you want one."

"The thingamajig on the corner is for sealing envelope flaps," volunteered one of the junior glamour girls. "My dad has a DM."

"Don't brag, dear," said Doc. "Now, salesman, do you feed this dee-vice money?"

"No sir. The postoffice sets it for any amount of postage you want to buy. The meter protects your postage from loss, damage, theft. Keeps its own records, shows postage used and on hand, on these registers."

"I buy it!" said Doc. "Come in again. You can sell anything in a drug store!"

I had to let the kids try it out. They'll all be buying DMs in a few years.

WITH the DM, you always have the right postage on hand; avoid stamp keeping, licking and sticking; save effort and postage. There's a Pitney-Bowes postage meter, hand or electric, for every office. Ask the nearest PB office to show you—or send coupon for free illustrated booklet.

FREE! *Handy wall chart of New Postal Rates for all classes of mail, complete with changes, and parcel post map showing zones for any locality.*

Another new PB time saver!

Cut costly hand-folding with the FH! This portable electric folding machine is little larger than a typewriter, costs but little more! Does 8 basic folds up to 5,000 pieces per hour. Easy to operate, saves on even small jobs. Ask for free illustrated booklet.

PITNEY-BOWES, INC.
2868 Pacific Street,
Stamford, Conn

YOUR AD HERE

☐ *Send free Postal Rate Chart and Parcel Post Map.*
☐ *Send free booklet on the Desk Model Postage Meter.*
☐ *Send free booklet on the FH Folding Machine.*

Name _____
Firm _____
Address _____

PITNEY-BOWES Postage Meter

Made by the world's leading manufacturers of mailing machines...Mailing Scales ...MailOpeners...Folding Machines...Tickometer counting and imprinting machines...with offices in 93 cities in the United States and Canada.

"Stop grumbling, Elmer, I'm just balancing your diet!" laughed Elsie

"HUMPF!" grunted Elmer, the bull. "Every newfangled idea you get seems to wind up as a lot of work for me. There's not a word in the National Nutrition Program about my having to lug all these bundles."

"What's nutrition, mummy?" interrupted little Beulah, who doesn't know too many long words. "Is it something you catch—like the measles?"

"Mercy, no," laughed Elsie, the Borden Cow. "In times like these, particularly, good nutrition is just good eating sense. It's eating the right amounts of the right kind of foods—foods that make us strong and healthy so we can do our part to help America win the war."

"I guess valuable foods like that must be pretty scarce and expensive," sighed little Beulah.

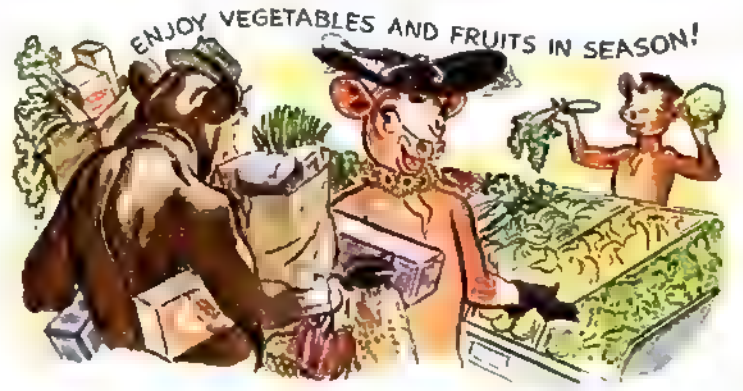
"Not at all," said Elsie. "They're the appetizing,

everyday foods all Americans know and love. Take milk products, for instance. Everyone needs at least a pint of milk a day, and children need a quart. Or there's cheese, and evaporated or dried milk—and ice cream, which are practically the same as milk."

"I might have known milk would be *your* idea of good nutrition," snorted Elmer sarcastically.

"It isn't mine, it's Uncle Sam's," smiled Elsie. "Milk, of course, is only one part of good nutrition. Among other things, everyone ought to eat oranges, tomatoes, grapefruit, raw cabbage, or salad greens every day."

"How can one person eat all that at the same time?" asked Beulah, rubbing her small stomach anxiously.



"*One* of each a day is enough," explained Elsie. "Because, in addition, every day a person ought to have at least one helping of green or yellow vegetables—some raw, some cooked."

"Green vegetables!" bellowed Elmer, "I say it's spinach and to . . ."

"And to this," interrupted Elsie hastily, "should be added potatoes, other vegetables, or fruits in season."

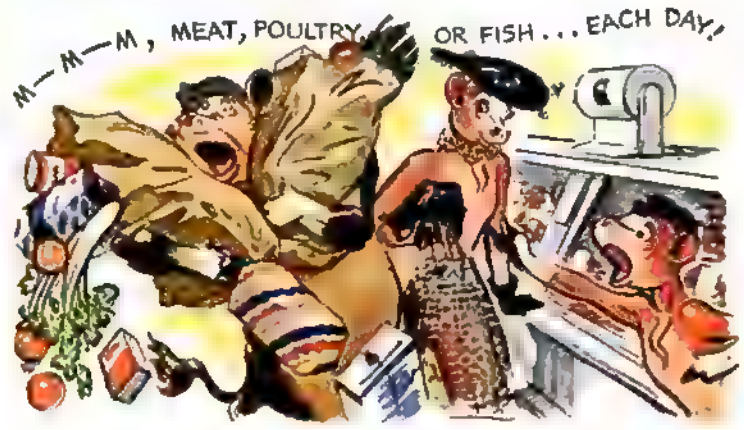
"Bread and butter, too?" Beulah wanted to know.

"Certainly," said Elsie. "Both bread and cereal are

excellent foods. They should be either whole grain products or enriched white bread and flour, or cereals restored to their whole grain nutritive value. Butter, vitamin-rich fats, peanut butter, and similar spreads are fine, too."

"They won't get away with it, ' said Elmer positively. "Men want meat."

"Everybody *needs* meat," Elsie told him, "or fish, or poultry . . . every day. Then, folks occasionally ought to have dried beans, peas, or nuts."



"Daddy, daddy," screamed little Beulah, "the packages on top are falling off!"

"Oops, I've got 'em," panted Elmer. "O-w-w, the bottom came out of that bag. I hope you didn't buy any eggs."

"Of course, I bought eggs," said Elsie. "Everyone needs at least 3 or 4 eggs a week. We're lucky that we can cook them anyway we choose, because, from the looks of these packages, we're going to have an omelet!"

"Trouble, nothing but trouble," groaned Elmer. "What'll I do?"

"Stop grumbling and tote home these packages," prompted Elsie. "It will build up your muscles. That's the whole idea—the big reason for the National Nutrition Program: *'U. S. needs US strong!'* "

Elsie says: ***"We at the Borden Company are so enthusiastic about the National Nutrition Program that we're using this space to tell you about it, instead of talking about our own products."***

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THE HOME WORKSHOP

In This Issue.. TAKING BETTER PHOTOS • WINTER SPORT
RADIO • SHOP HINTS • FURNITURE • SHIPSHAPE

NOW...LIGHT WHEN YOU NEED IT! because...

They're sealed in steel

to stay fresh and usable!

Above, new Ray-O-Vac "Billioneer" 2-cell flashlight . . . now at your favorite dealer.

Here's the battery that won't swell or stick in your flashlight . . . that will stay fresh and usable longer . . . that doesn't have to be "dated." Only genuine Ray-O-Vacs are sealed in steel . . . top, bottom, and all around. You get . . .

1. A steel top.
2. Powerful battery.
3. Multi-ply insulation.
4. Steel jacket.
5. Steel bottom.

Each battery carries this guarantee: "If your flashlight is damaged by corrosion, leakage or swelling of this battery, send it to us with the batteries and we will give you FREE a new, comparable flashlight with batteries."

Over a Billion Sold

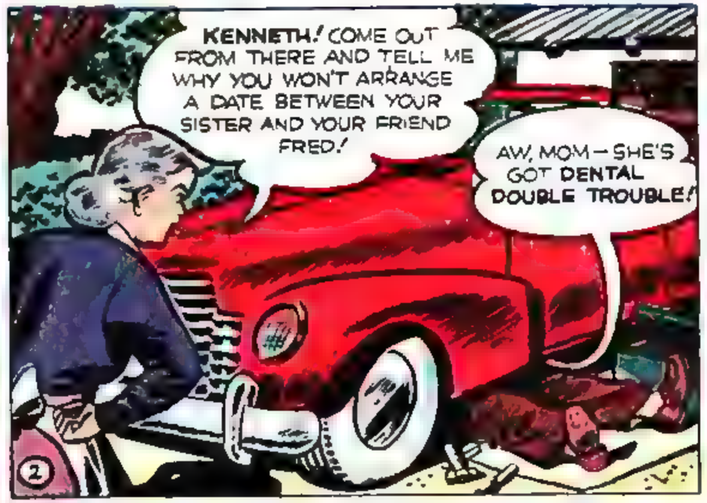
© 1950 BY RAY-O-VAC COMPANY, MADISON, WIS.
RAY-O-VAC CANADA, LTD., WINNIPEG, MAN.

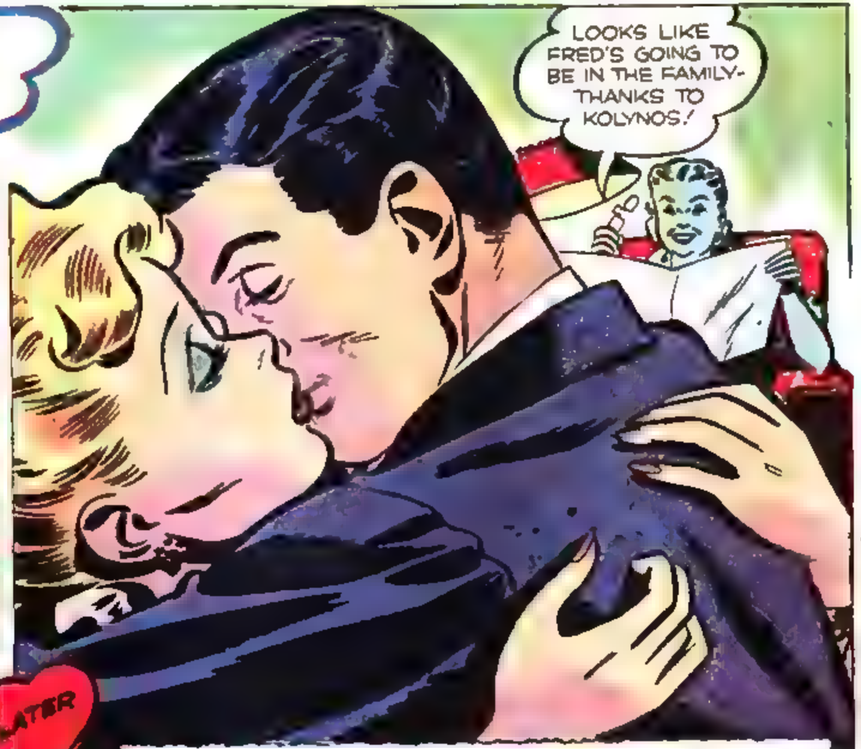
Buy Spares ... *they stay fresh*

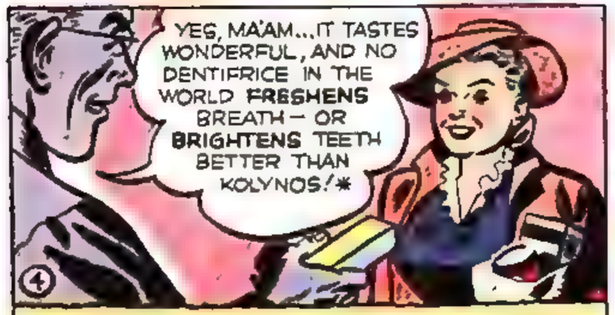
Advertisement

Advertisement

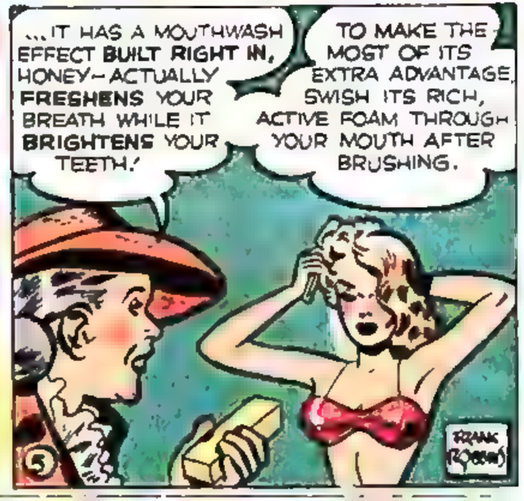
HE TURNED ME DOWN—FLAT!







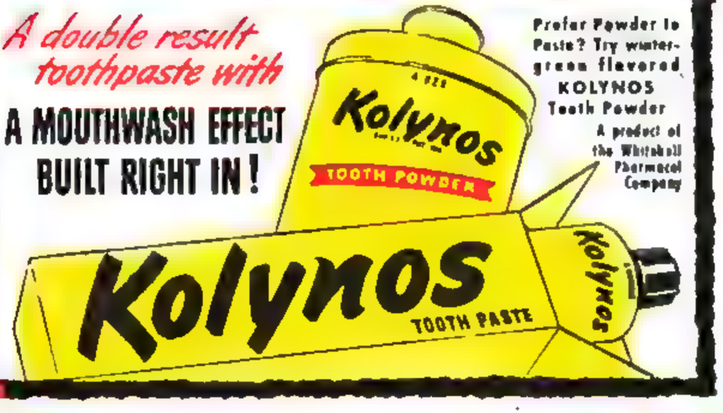
*KOLYNOS' SPECIAL HIGH-FOAMING ACTION MAKES YOUR BREATH FRAGRANTLY SWEETER—ACTUALLY FRESHENS IT. WHILE ITS GRAND HIGH-POLISHING ACTION, BY REMOVING ORDINARY, UNSIGHTLY SURFACE STAINS FROM YOUR TEETH, REALLY BRIGHTENS THEM!



LATER

A double result toothpaste with

A MOUTHWASH EFFECT BUILT RIGHT IN!



Prefer Powder to Paste? Try wintergreen flavored KOLYNOS Tooth Powder

A product of the Whitehall Pharmacal Company

Housewife talks
HOW CELLOPHANE
HELPS HER
PREVENT WASTE
OF FOOD!

Why doesn't somebody tell me these things?

1.

2.

3.

4.

YOU CAN'T BLAME THE OTHER FELLOW

if a "freeze-up" wrecks your engine

"One, Please!"

"How's about a little date tonight," asked Bob, "as soon as we're through work?" Oh! was I a sight. A defense factory can't be called a beauty parlor!

A girl's hands usually take the worst punishment—but mine clean quickly because I always cover them with Campana Balm *before* I start working. It helps prevent dirt from *sinking in.*

That night Bob said a good many things I like to hear—and he actually kissed my hands. He's sure I have the loveliest hands of any girl he ever met, but I know that any girl can have pretty hands by using Campana.

Strange Things Can Happen To Romance When A Girl Neglects Her Hands!

Men don't make sense, sometimes—but if your mother did not tell you, it's proper now for you to know: *A girl's sweet, tender hands hold the key that unlocks many a romance.*

Pretty face, pretty eyes, pretty figure — may all "go overboard" (so far as many a male is concerned) unless your hands are tempting. Because hands *begin* most romances.

Try This "Non-Soapy" Lotion

Be *choosey* about your hand lotion! Notice that Campana Balm contains NO SOAPY ingredients—consequently leaves no soap on your skin to *dry* it. It's a rich, concentrated lotion blended to an exquisite velvety smoothness. It helps your hands to precious white softness so quickly, so easily.

Improve the Youthful Appearance Of Your Hands This Way—

Every rich drop of Campana Balm gives your hands a *dou* benefit: *protection* against work and weather, plus *soften* of the skin. Both are important—*softening* to give your hands the adorable smoothness that attracts romance, and *protection* to help keep them that way. You can depend on Campana Balm because it is *accepted* for advertising by the renowned Journal of the American Medical Association. Scores of physicians and nurses choose it above all others for their own personal use.

2 KINDS to suit any SKIN, SEASON or CLIMATE

Ask for "Regular" Balm if your skin is extra dry and extra sensitive to work, water, and weather. Smooths away winter chapping and roughness so quickly. Get "Special" Balm (lighter in weight —finishes fast) for less dry, less sensitive skin, and for mild climate and seasons. Never sticky.

Campana Balm

The Famous Skin Softener

Campana takes pride in the part it has been afforded in producing needed medical supplies meeting the exacting requirements of the United States Army and the United States Navy.

Did she cut him off?

FOR MONTHS he had followed a most carefully laid plan to meet this girl under just the right circumstances.

His first engagement with her was a great triumph.

But each time he 'phoned her after that, he was coldly rebuffed. He couldn't imagine what the reason might be.

You Never Know

The insidious thing about halitosis (unpleasant breath) is that you, yourself, may not know that you have it . . . and even your best friends won't tell you. It may be absent one day and present the next. And when it is, you offend needlessly.

Sometimes, of course, halitosis comes from some systemic disorder. But usually—and fortunately—it is only a local condition due to the fermentation of food particles in the mouth that yields to the regular use of Listerine Antiseptic as a mouth wash and gargle.

Be Extra Careful

Why risk offending when Listerine Antiseptic is such a simple, wholly delightful and *extra-careful precaution against halitosis?* Never, never omit it, night or morning, or before any date when you want to be at your best.

Sweetens for Hours

Listerine Antiseptic is the *extra-careful* precaution because it freshens and sweetens the breath . . . not for mere seconds or minutes . . . but for hours, usually. Your whole mouth feels cool and clean.

When you want that extra assurance, don't trust makeshifts. Trust Listerine Antiseptic. Make it a part of your passport to popularity.

LAMBERT PHARMACAL CO., *St. Louis, Mo.*

Before any date

LISTERINE ANTISEPTIC

ACTORS KISSING ON-STAGE LOOK TOO JUVENILE IF THEY ARE SO STAND-OFFISH

BOY AND GIRL SHOULD STAND CLOSE TOGETHER AND NOT HOLD EACH OTHER TOO TIGHTLY

SPRAWLING ALL OVER THE CHAIR IS CONSIDERED UNGRACEFUL. BAD TECHNIQUE

GIRL SHOULD SIT ON ARM OF THE CHAIR AND BOY SHOULD HOLD HER FIRMLY BUT LIGHTLY

Keep a date with summer—this winter!

Make the trip on pocket money—in Super-Coach warmth and comfort

THE *"take-your-vacation-in-winter"* movement is going great guns—and for such excellent reasons! *FIRST*—bitter-cold weather is something you *ought* to dodge, for even a few days—if you value your health and efficiency. *SECOND*—travel is now amazingly low in cost, although nearly all other prices have sky-rocketed (you skip winter fuel and clothing bills while in the South, too)! *THIRD*—Greyhound offers the convenient, comfortable way to reach southern sunshine, with more optional scenic routes to choose from (going one way, returning another)—smart Express and Limited schedules—lower fares than any other kind of transportation (about one-third the cost of driving).

You can be in New York, Chicago, Cleveland, Detroit, or Philadelphia today—in Florida or on the Gulf Coast tomorrow! California and the great Southwest seem scarcely farther away, so fascinating are the mountains, deserts and Indian country traversed en route. *Don't let Winter stand you up! Make a date with Summer in the South—and go Greyhound.*

Send coupon to nearest of these Greyhound offices:

NEW YORK CITY • CLEVELAND, OHIO
PHILADELPHIA, PENNA. • CHICAGO, ILL
FORT WORTH, TEXAS • MINNEAPOLIS, MINNESOTA • SAN FRANCISCO, CAL
BOSTON, MASS. • WASHINGTON, D. C.
DETROIT, MICHIGAN • ST LOUIS, MO.
LEXINGTON, KENTUCKY • CHARLESTON, W. VIRGINIA • CINCINNATI, OHIO
RICHMOND, VIRGINIA • MEMPHIS, TENNESSEE • NEW ORLEANS, LA.

GREYHOUND

This brings colorful literature on Southern Vacations

Mail this coupon to GREYHOUND INFORMATION OFFICE at nearest city listed at left of page—and we'll send bright informational folder—"Florida Travelogue" ☐, or "California—All the West" ☐ Please check the one desired. If you want rates and suggested routes for any particular trip, jot down place you'd like to visit on margin below

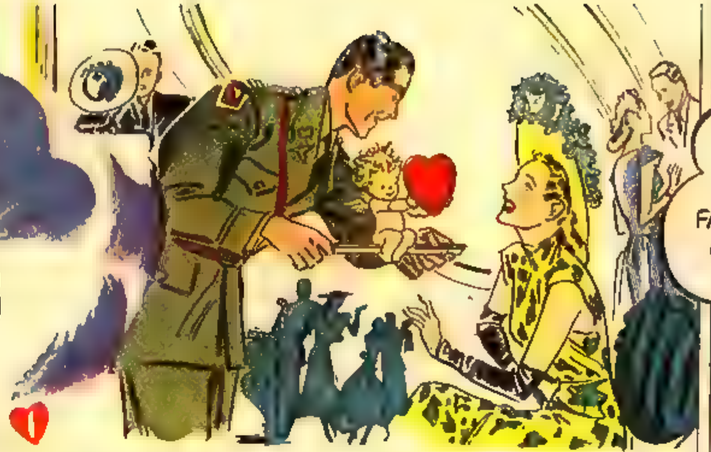
Name_____

Address_____ SEP 11

Strictly Heaven!

ANOTHER WOODBURY DEB WEDS

"I LOVE YOU TRULY" SINGS
PAUL DOUGLAS JONES
EX-AIR FORCE OFFICER
TO DAZZLER DEB
CLARICE "CHRIS" HALL
WOODBURY-DREAM-BLONDE
OF TAMPA, FLORIDA AND
DURHAM, N.C.

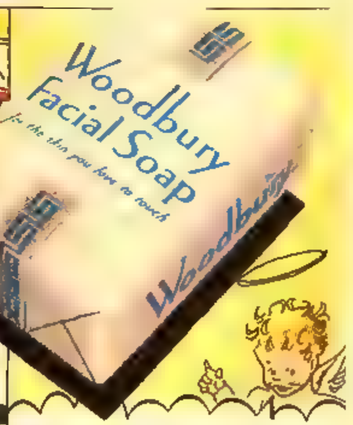


1 **LOVE BEGINS!** PAUL SPIES CHRIS—A "PERFECT VISION" TO HIS 20-20 AIR FORCE EYES! LIKE THAT. .HE HANDS HER HIS HEART ON A SILVER PLATTER! HER FETCHING DRESS IS CHRIS' OWN DESIGN! DAZZLING-FRESH SKIN...WOODBURY'S DESIGN! JUST SEE..

2 **BEFORE GLAMOUR DATES** CHRIS SWIRLS ON WOODBURY LATHER "SO RICH SKIN FEELS SOOO SMOOTH! RINSE—SKIN'S A-BLOOM!" WOODBURY'S MADE WITH A **BEAUTY-CREAM INGREDIENT!**

3 **ENGAGED...ON FIFTH DATE!** THEY SCOUT FOR NEW JERSEY FARM FIND ONE WITH BREATH-TAKING VIEW! BUT MOST BREATH-TAKING IS CHRIS' BEAUTY-SKIN—PAMPERED BY WOODBURY, MADE BY SKIN SCIENTISTS FOR THE SKIN ALONE!

4 **NEWLY-WEDS AT HOME!** CHRIS DESIGNED DINETTE FROM OLD TAXICAB SEATS. **CLEVER..THAT GAL!** TAKE HER TIP: "WOODBURY-SMOOTH SKIN LEADS TO.. LOVE!" GIRLS, GET WOODBURY NOW



For the Skin you Love to touch

Tune in LOUELLA PARSONS
Tonight ABC

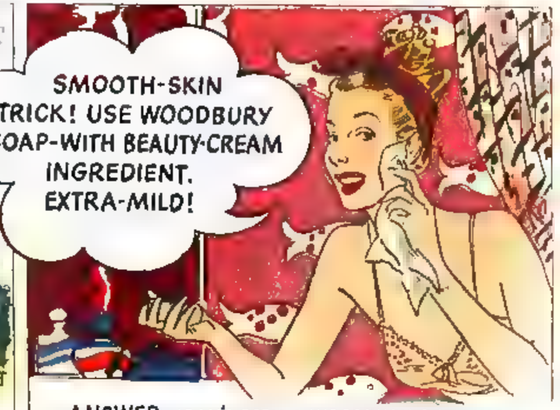
AN ADVERTISEMENT FOR WOODBURY

Who takes the bridal path? another Woodbury marrying Deb

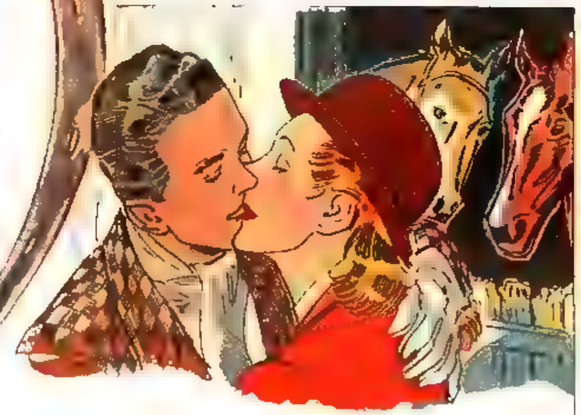
DAZZLING WOODBURY DEB: JOAN HAYDEN OF PHILADELPHIA AND SOUTHERN PINES!

THE LUCKY MAN: ROBERT (BOB) CHEW, EX-ARTILLERY CAPTAIN, PAL OF JOAN'S POLO-RIDING BROTHERS.

ONE FINE DAY WHEN BOB RODE OVER, THERE WAS NOBODY HOME EXCEPT THE "KID SISTER"–JOAN. SO HE ASKED **HER** TO RIDE WITH HIM! AND AT A GALLOP WENT HIS SMITTEN HEART. **QUESTION:** HOW DID SUCH FRESH BLONDE BEAUTY EVER HAPPEN?.



ANSWER: JOAN'S BEEN A WOODBURY DEB SINCE HER DOCTOR ADVISED WOODBURY SOAP–**EXTRA-MILD!** "I START WOODBURY FACIAL COCKTAILS WITH CREAMY-LATHER MASSAGE. THEN WARM-TO-COOL RINSES!" SAYS JOAN. "RESULTS..**SM-OO-TH!**"



ANYBODY WITH HORSE SENSE COULD SEE WHAT WAS HAPPENING—IT WAS LOVE, LOVE, LOVE! AND BEFORE DINNER AND DANCES, JOAN DATED SOLID WITH WOODBURY SOAP–TRUE BEAUTY SOAP MADE WITH **BEAUTY-CREAM INGREDIENT**–TO HELP GALS WIN SMOOTH SKIN APPEAL!

SWANK WEDDING IN WALLED GARDEN. PHILADELPHIA SOCIALITES ATTEND. JOAN AND BOB TAKE THE BRIDAL PATH! AND ON NASSAU HONEYMOON TRAVELS A CAKE OF WOODBURY–TO **KEEP** SKIN BRIGHT, SATIN-ALLURING YES, GIRLS, WOODBURY HELPS YOU WIN ROMANTIC SKIN–AND **HOLD** IT!

For the Skin you Love to touch

Tune in LOUELLA PARSONS Tonight ABC

Henry
means "home ruler"

Valerie
means "healthy, robust"

Caesar
means "having much hair"

WHAT'S IN A NAME?

Jason
means "a healer"

Ethyl
is a trade mark name

It stands for antiknock fluid made only by the Ethyl Corporation. Oil companies put Ethyl fluid into gasoline to prevent knocking.

The Ethyl trade mark emblem on a gasoline pump means that Ethyl fluid has been put into high quality gasoline and the gasoline sold from that pump can be called "Ethyl."

WHAT DOES YOUR NAME MEAN?

The meanings and origins of over 900 masculine and feminine names are given in the fascinating illustrated booklet, "What's in a Name?" It's free—no obligation—just mail coupon.

Send for free illustrated book of names

ETHYL CORPORATION
Room 3512, Chrysler Building, New York City
Please send me a free copy of "What's in a Name?"

Name _____ (PLEASE PRINT)

Address _____

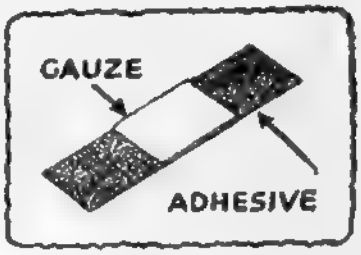
City _____ State _____

COPYRIGHT 1942, ETHYL CORPORATION

KIDS GET LITTLE CUTS WHEN THEY PLAY ON BEACHES. FOR ANY LITTLE CUT THAT NEEDS BANDAGING---

USE A READY-MADE **BAND-AID** (AFTER TREATING THE CUT PROPERLY). NO FUSSING WITH AWKWARD, HOME-MADE BANDAGES.

BAND-AID IS NEAT AND CONVENIENT. JUST STICK ONE ON - IT STAYS ON - EVEN ON HARD-TO-BANDAGE PLACES. KEEP A BOX HANDY FOR MINOR CUTS, BURNS & BLISTERS. 19¢ FOR 36 ASSORTED SIZES.



Johnson & Johnson

BAND-AID

Reg. U. S. Pat. Off.

ADHESIVE BANDAGES

BOY, OH BOY! HERE'S MUSIC, LAUGHTER LOVE AND JOY!

SONGS that'll lead the Hit Parade . . . **LAUGHS** that'll tickle even the staid.
LOVE that'll thrill . . . and **FUN** that'll fill . . .
Your heart with a memory that never will fade.

The people you'll meet you'll remember forever—
HONEY and **HOPPITY**, whose love none can sever.

C. BAGLEY BEETLE and his two evil spies
and hundreds of others to startle your eyes

HONEY and HOPPITY

SMACK

SWAT

SONGS
You'll sing 'em . . and swing 'em! Critics say they'll lead the Hit Parade:

WE'RE THE COUPLE IN THE CASTLE
"BOY OH BOY
KATY-DID KATY DIDN'T
BEE MY LITTLE BABY BUMBLE BEE
I'LL DANCE AT YOUR WEDDING

"MR. BUG GOES TO TOWN"

Paramount Presents

With hundreds of the most lovable characters ever seen on the screen.

A Feature Cartoon
IN TECHNICOLOR!

Produced by
MAX FLEISCHER

Directed by
DAVE FLEISCHER

PLAY THIS LATEST MOVIE GAME
Is Hoppity Bob Hope? Is Honey Madeleine Carroll? How many of your favorite stars can you find in "Mr. Bug Goes to Town?"

Copyright 1941 by Paramount Pictures, Inc.

ASK YOUR THEATRE MANAGER WHEN THIS BIG PARAMOUNT HIT IS COMING

OVERHEARD AT THE GOLDEN GATE EXPOSITION

3 reasons why Lionel's never been a Bridegroom...

Two burning desires torment Lionel. He'd like to be in uniform, and he yearns for romance. So far his flat feet have kept him in civies—and what civies! Fact is, the girls don't go for Lionel's clothes. It would help a lot with the Fair Sex (and give Lionel's morale a mighty boost) if he'd exchange that old school sweater for a piece of Skipper Sportwear.

* * *

Is it time that you, too, treated your torso to a new sweater? One of a complete line of Skipper Sweaters is the angora-type pullover pictured below. Soft and luxurious—but it'll outwear your most optimistic hopes.

No classic picture is Lionel in business clothes. Many girls think he must personally run up those so-called shirts on his mother's sewing machine. They bulge like bustles around his waist. Their collars point rudely in all directions. It's very sad. Yet for the same modest sum he now spends, he could array himself in Shirts by Wilson Brothers.

* * *

There's comfort, there's a custom-tailored look, there's real manly style in every Wilson Brothers Shirt. Collars are triumphs in tailoring. And the V-Shape tapers down from shoulders to a trim, flattering waist fit.

A private affair is Lionel's night life. But those economy-cut pajamas he wears are tattle-tales. Lionel can't keep from yawning during his hostess's favorite stories. His pajamas are rest-robbers. They bind and strangle every time he turns over. Lionel could easily get a better night's sleep by retiring sensibly in Faultless Pajamas tailored by Wilson Brothers.

* * *

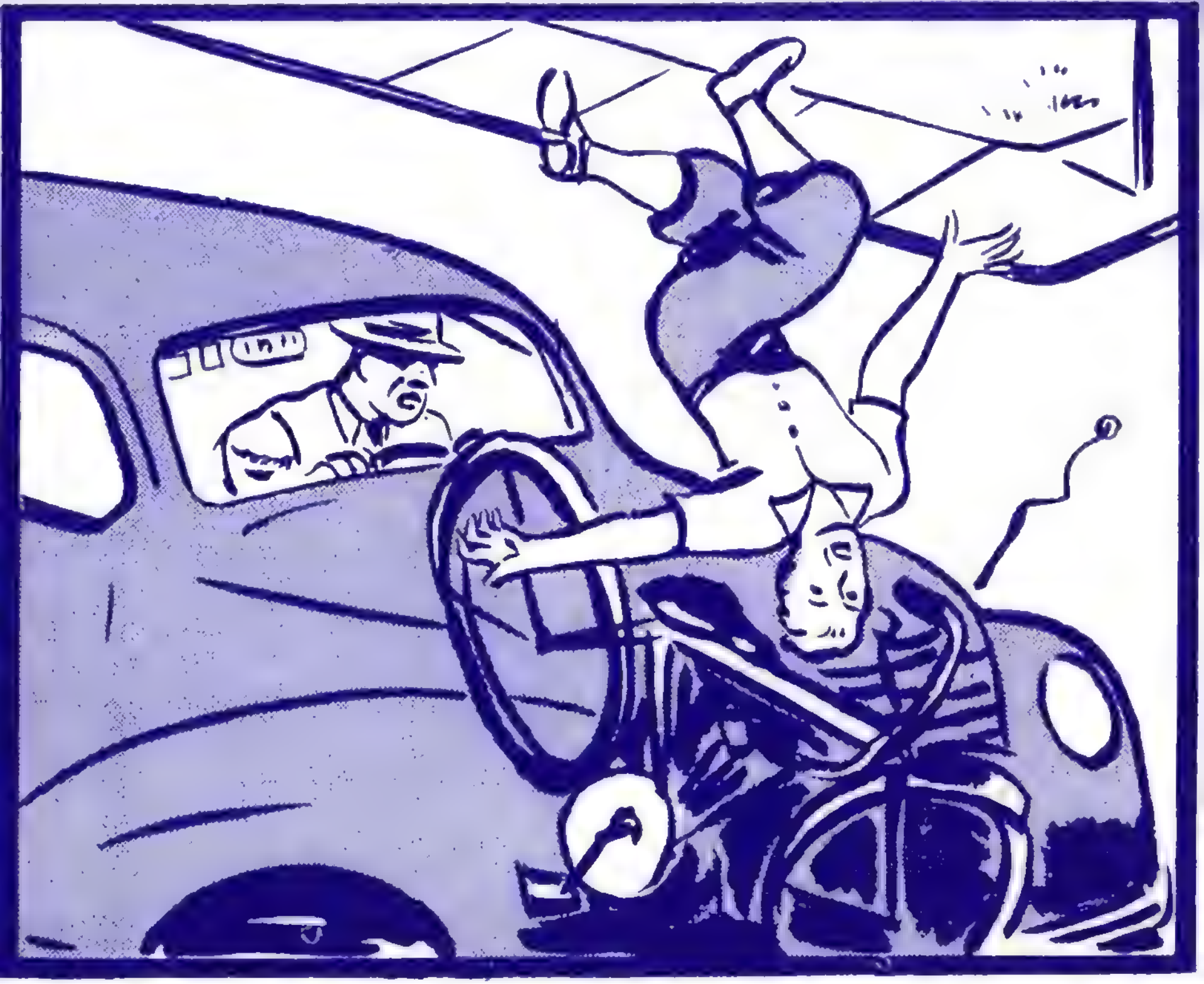
Popularity secret of Faultless Pajamas is their respect for freedom. Generous cut in shoulders and seat adds comfort, prolongs wear. New fabrics and patterns are certain to please conservative and flamboyant tastes.

Buy More War Bonds Today!

MADE BY *Wilson Brothers* makers of quality men's wear for three-quarters of a century

CHICAGO • NEW YORK • SAN FRANCISCO

Also ask your dealer about SUPER SHORTS • WILCREST NECKWEAR • BUFFER SOCKS • HANDKERCHIEFS

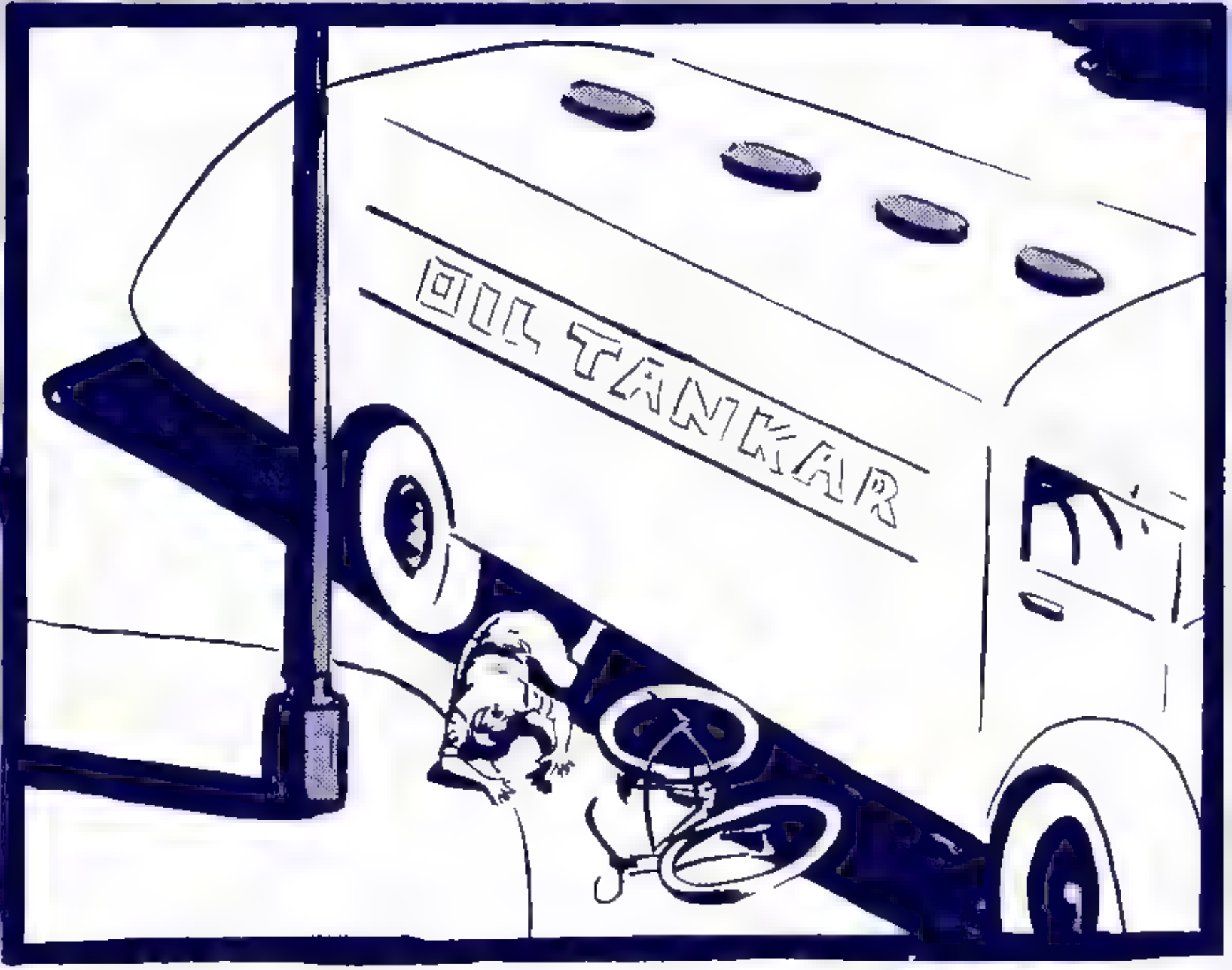


Swerving and desperately trying to avoid hitting bicyclist, unfortunately Jack is hit and killed instantly.

However, without warning he suddenly decides to make a left hand turn at the corner.

Result—George is hit headon—another unnecessary death due to carelessness on George's part.

A mother wheeling her child is unprepared for this sudden moving obstacle. The child is thrown to the pavement—Skull fracture and death.

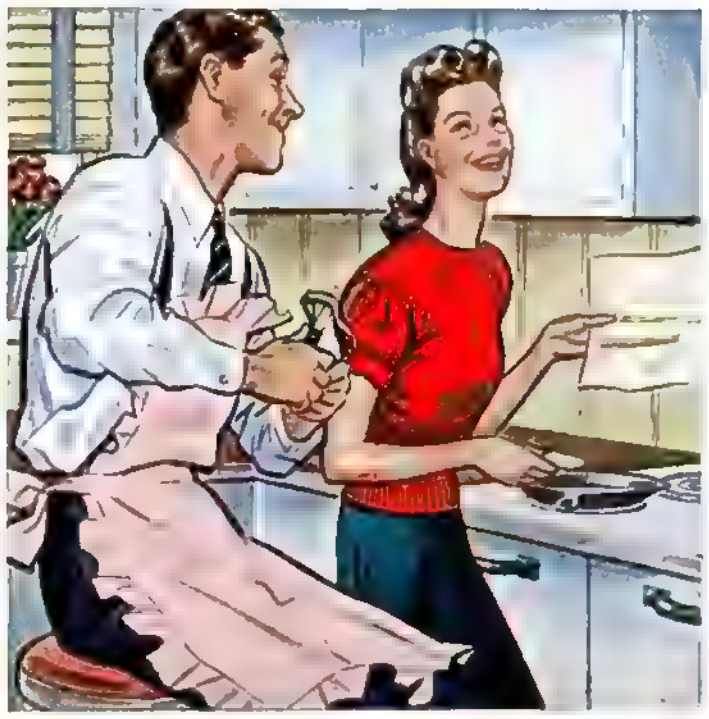


Too late—the rear wheel crushes James.

Result—Tom is thrown from the bicycle sustaining a fractured skull, and—death.

Here's what the English mean by "FISH 'N CHIPS"

1. First you select plump, ocean-fresh fish—and that *precisely* describes these flaky, delicious Birds Eye Haddock Fillets! Then you dip the fillets into batter. Next, deep-fry the fish, and a flock of potato chips—to a golden, crispy, mouth-watering brown!



2. This delicious dish (only one of *many* Birds Eye Seafood dishes featured during Lent) compares with the finest Fish 'n Chips that ever graced Old London! And why? Because Birds Eye haddock are *ocean-fresh —Quick-Frozen within 4 hours after docking!*

3. Note too, madam, the fact that these prize-winning fillets come to you *cleaned . . . boned . . . trimmed of all waste!* Think of the *work* this saves! All you have to do is open the package and whip up a little batter. Naturally, all this . . .

4. Adds up to a substantial saving for you! Because 1 lb. of tempting, ready-to-eat Birds Eye Haddock Fillets (like all Birds Eye fish) serves four! And the cost per portion of Haddock is reckoned *in pennies!* Try Fish 'n Chips today—the Birds Eye way!

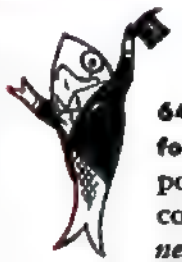
Birds Eye, Dept., L. M. 2-16, Battle Creek, Mich.
Please send me *new* Birds Eye Cook Book. Enclosed find 10¢.

Name .....

Street .....

City ..... *State* .....

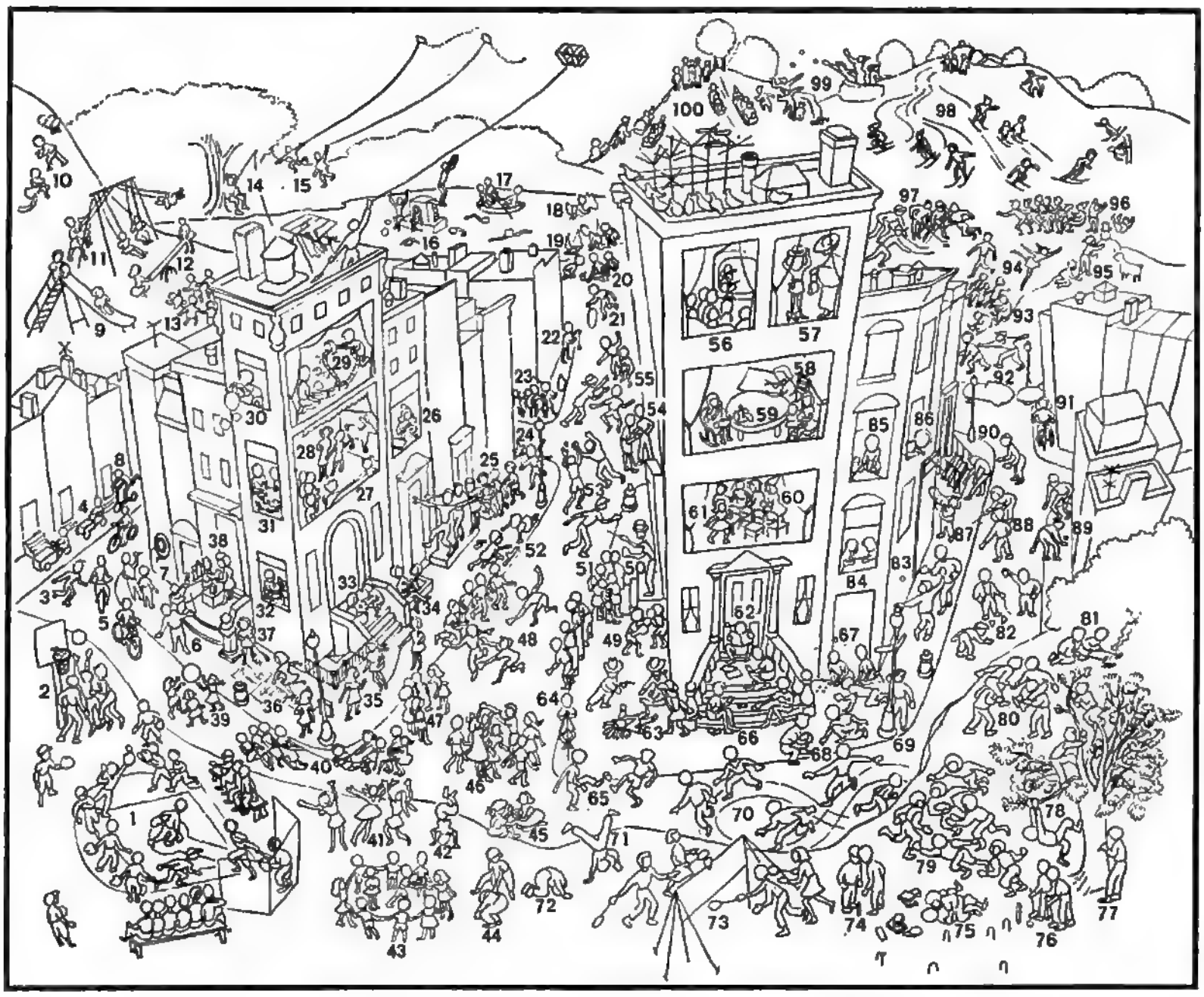
(Good in U.S.A. only)



64 Pages of tempting new food dishes! Fill in coupon to the left, send 10¢ coin or stamps, for the *new* Birds Eye Cook Book.

FROM KNUCKLEBONES TO TELEVISION

Although most of the games that kept children on the go in the 16th Century are still popular, Miss Corcos ran no risk of duplicating Bruegel's collection. She had a host of native American games, like basketball and cowboys and Indians, to choose from, along with the more venerable sports of baseball, ice hockey and dominoes, developed after 1600 (for identification of her selections, see the diagram below). Even such standard toys as rubber balls and balloons were unknown 400 years ago, for rubber was not introduced to Europe until 1736 when a Frenchman sent a hunk back from Peru. The latest addition to children's entertainment is the television set which, like electric trains and the elaborate equipment of American playgrounds, is a far cry from Bruegel's day when children made the most of sticks, stones and knucklebones.



1 Baseball
2 Basketball
3 Roller Skating
4 Soapbox racing
5 Bicycling
6 Balancing a stick
7 Darts
8 Scooter
9 Sliding
10 Making daisy chains
11 Swinging
12 Seesawing
13 Ring-around-a-Rosy
14 Fishing
15 Kiteflying
16 Diving and swimming
17 Boating
18 Riding inflated floats
19 Sailing toy boats
20 Building sand castles
21 Rolling a hoop
22 Yo-yo
23 Parade
24 Pin wheel
25 Follow-the-Leader
26 Stringing beads
27 Popping a cracker
28 Pin the tail on the donkey
29 Electric trains
30 Blowing bubbles
31 Dominoes
32 Blocks
33 Jacks
34 Ride a Cockhorse
35 Jumping rope
36 Hopscotch
37 Ball on rubber band
38 Playing store
39 Jumbo ball
40 Tug of War
41 Statues
42 Standing on head
43 The Farmer in the Dell
44 Leapfrog
45 Cat's Cradle
46 London Bridge
47 Eeny, Meeny, Miney, Mo
48 Red Rover
49 Boxing
50 Magic tricks
51 Bubble gum
52 Miniature planes and cars
53 One-a-Cat
54 Choosing
55 Blindman's Buff
56 Television
57 Dressing up
58 Cutting out paper dolls
59 Making doll clothes and playing with dolls
60 Musical Chairs
61 "Blow out" horn
62 Comic books
63 Cowboys and Indians
64 Pogo Stick
65 Kick the Can
66 Cards
67 Marbles
68 Ticktacktoe
69 Hide-and-Seek
70 Fox and Geese
71 Cart wheels
72 Somersault
73 Badminton
74 Mumblety-peg
75 Wrestling
76 Croquet
77 Carving initials on tree
78 Climbing tree
79 Football
80 Piggyback joust
81 Roasting weenies
82 Spinning tops
83 Handball
84 Checkers
85 Painting pictures
86 Water pistol
87 Blowing up a balloon
88 Tipcat
89 Box ball
90 Stoop ball
91 Tricycle
92 Tag
93 Skating
94 Figure skating
95 Building a snow man
96 Crack-the-Whip
97 Ice hockey
98 Skiing
99 Snow fort and snowball fight
100 Tobogganing and sledding

AFTER THE GAME— *LOOK OUT FOR COLDS AND SORE THROAT*

Listerine—*Quick!*

It may nip the trouble in the bud

IF you go to one of those late season football games you may be letting yourself in for a sore throat, a cold—or *worse*.

Excitement, fatigue, raw temperatures, cold feet, may lower body resistance so that dangerous germs can invade the tissue and set up or aggravate an infection.

Nature Needs Help

Then, if ever, Nature needs a helping hand to keep such germs under control . . . to help prevent a "mass invasion" when defenses are down.

That's why it is wise to gargle with full strength Listerine Antiseptic at the first hint of trouble.

Listerine reaches way back on throat surfaces to kill millions of germs . . . the very "secondary invaders" that many specialists believe to be responsible for so many of a cold's troublesome aspects. Actual tests showed reductions on mouth and throat surfaces ranging to 96.7 per cent 15 minutes after the gargle and up to 80% one hour after.

At the First Sign of Trouble

If you feel chilly, under par, have the sniffles and your throat feels irritated, gargle at once with Listerine Antiseptic and repeat every 3 hours. You may spare yourself a nasty siege of cold and a painful sore throat.

The SAFE ANTISEPTIC

COLD OR SORE THROAT

LISTERINE *Quick!*

This prompt and easy precaution, frequently repeated, may head off the trouble entirely or lessen the severity of the infection if it does develop.

If you don't think so we ask you to study Listerine's impressive test record in cold control. Carefully conducted clinical tests during the past 10 years showed these amazing results:

Fewer Colds—Milder Ones

That regular, twice-a-day users of Listerine Antiseptic had fewer colds, milder colds, colds of shorter duration, than non-users, and fewer sore throats due to colds in many cases.

You naturally want to know why this is so.

We believe that it is because Listerine reaches way back on the throat to kill literally millions of the threatening bacteria known to doctors as the "secondary invaders" which may set up infection when body resistance is lowered for any reason. In the opinion of many leading medical men these "secondary invaders" are the ones that so often complicate a cold . . . make it troublesome . . . result in distressing symptoms you know all too well.

Kills Germs By Millions

Actual tests showed bacterial reductions on mouth and throat surfaces ranging to 96.7%, even 15 minutes after the Listerine Antiseptic gargle . . . up to 80% an hour after. (See panel at left.)

In view of this compelling evidence isn't it wise to keep Listerine Antiseptic handy in home and office . . . to pack it when you travel . . . to gargle with it often and thoroughly at the first hint of trouble?

If your cold doesn't show signs of improvement, begins developing in earnest—don't be foolhardy and carry bravely on. The wise thing to do is to go to bed, keep warm, eat lightly and call your doctor.

LAMBERT PHARMACAL CO., *St. Louis, Mo.*

NOTE HOW LISTERINE GARGLE REDUCED GERMS

The two drawings illustrate height of range in germ reductions on mouth and throat surfaces in test cases before and after gargling Listerine Antiseptic. Fifteen minutes after gargling, germ reductions up to 96.7% were noted; and even one hour after, germs were still reduced as much as 80%.

MOTHERS! You should have a LISTERINE THROAT LIGHT

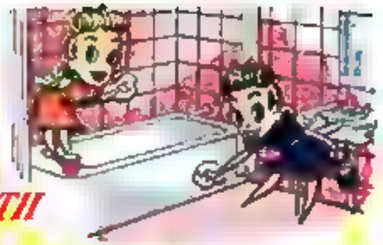
at all drug counters—*only* **75¢**

BATTERIES INCLUDED

"Only pickup could help me . . .

BUT THE ENGINE WAS HALF-DEAD!

Spic and Span



CLEANS PAINTED WALLS, WOODWORK, LINOLEUM BRIGHTER...EASIER, WITH

No Rinsing! No Wiping!

Now those two hard cleaning jobs of rinsing and wiping are gone for good—with SPIC and SPAN!

SPIC and SPAN is Procter and Gamble's wonderful new cleaner. It cleans painted walls, woodwork, floors, linoleum—everything like that—cleaner and brighter—easier—because you don't have to rinse! You don't have to wipe dry!

You simply dissolve some SPIC and SPAN in hot water—wring out a soft cloth real well—and just whisk away the dirt. No Rinsing! No Wiping!

What's more, no soap in the world—no other cleaner—does all that SPIC and SPAN does! It actually safeguards the finish with a protective coat that seals out dust and dirt!

Use SPIC and SPAN every day—to clean your refrigerator, the stove and sink, linoleum, bathroom tile, venetian blinds—with No Rinsing! No Wiping! You'll say it's the easiest, grandest cleaning on earth! Your grocer has SPIC and SPAN!

Trade mark reg. U. S. Pat. Off.

MAKE Spic and Span YOUR DAILY CLEANING PLAN!

Be Happy—Go Lucky!

Our wagon really has been fixed,
But we're not mad a bit.
The sign is cute, and true, to boot;
Like Luckies—it's a hit!

LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE!

Fine tobacco—and only fine tobacco—can give you a better-tasting cigarette. And L.S./M.F.T. —Lucky Strike *means* fine tobacco. So, for the best-tasting cigarette you ever smoked, Be Happy—Go Lucky! Get a carton today.

L.S./M.F.T.—Lucky Strike Means Fine Tobacco

COPR., THE AMERICAN TOBACCO COMPANY

Be Happy—
Go Lucky!

Now here's a sign I like real fine;
It really does make sense.
For U.S. Bonds, like Lucky Strike,
Deserve your confidence!

A LUCKY STRIKE FOR ALL AMERICA!

BUY U.S. DEFENSE BONDS

Why wait to make your pipe-dreams come true?

The minute the whistle blows—make a date with Model. Get that special kind of deep-down happiness only a pipe-smoking he-male can know!

Touch match to a pipeload of this honest-to-Henry tobacco and you touch off a load of the calmest contentment that ever drew through a pipestem. Model leaves no soggy slug in your pipe bowl—burns cool and fragrant down to the last mellow morsel.

Mild? You bet Model's mild! Mild like the girl of your dreams! Why wait another day to know what real smoke-joy Model can put in your pipe?

WHO'S YOUR FAVORITE MODEL?

Check your choice of the ten models shown below and send her name with your own name and address on a post card to: United States Tobacco Company, 630 Fifth Avenue, New York City, N. Y. We'll send you a gorgeous 8x10 full-color print suitable for framing—*absolutely free.*

Make a date with MODEL

How's about it? Make a date with MODEL'S "GAY NINETIES REVUE"—CBS—COAST-TO-COAST EVERY MONDAY NIGHT

© 1942, United States Tobacco Company, New York

WHAT'S IN A NAME ?

GENEVIEVE
means
"white as sea foam"

ARCHIBALD
means
"bold, valiant, daring"

CELINE
means
"one who commands"

EDWARD
means
"happy guard"

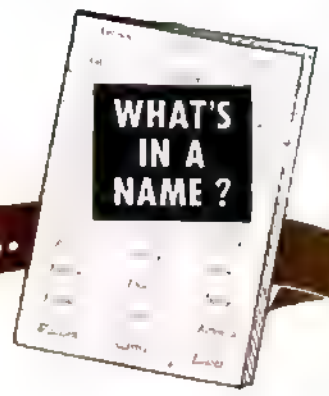
ETHYL
is a trade mark name

It stands for antiknock fluid made only by the Ethyl Corporation. Oil companies put Ethyl fluid into gasoline to prevent knocking.

The Ethyl trade mark emblem on a gasoline pump means that Ethyl fluid has been put into high quality gasoline and the gasoline sold from that pump can be called "Ethyl."

What does your name mean ?

The meanings and origins of over 900 masculine and feminine names are given in the fascinating illustrated booklet, "What's in a Name?" It's free—no obligation—just mail coupon.



FREE ! ILLUSTRATED BOOK OF NAMES..

ETHYL CORPORATION
Room 3502, Chrysler Bldg., New York City

Please send me a free copy of "What's in a Name?"

Name _____
(PLEASE PRINT)

Address _____

City _____ *State* _____

COPYRIGHT 1942 ETHYL CORPORATION

HELP WANTED!

THERE is one inexpensive sure way to know your flashlight will work when you need it. Load it only with Eveready Flashlight Batteries. Their power picks up — recuperates — when they lie idle!

Ordinary batteries, with inefficient wax-compound tops, permit excessive power-leakage. But the tightly sealed, Eveready metal construction is practically leak-proof! Then, too, Eveready Flashlight Batteries are *dated.* You know, when you buy them, that they're fresh and full of extra long life. Load your flashlight with Everedys now . . . so it will work when you need it! 10¢ each.

EVEREADY BATTERIES

GOODBYE 200!
I'LL NEVER MAKE IT NOW!
GET "33 TO 1" FIRST...AND IT'S A CINCH!
WHAT SMART-ALECK MADE THAT CRACK? I'M IN NO MOOD FOR JOKES...
THAT'S WHAT AILS YOU, BILL. DON'T BLOW UP... EASE UP WITH A "33 to 1 FRAME"...
HERE IT IS...YOUR SET-UP FOR A TOP SCORE IN REFRESHMENT ...GOOD OLD PABST BLUE RIBBON!
M-M-M! IS THIS GOOD! BUT WHERE DOES THE "33 to 1 FRAME" COME IN?
RIGHT HERE— 33 FINE BREWS BLENDED INTO 1 GREAT BEER! BLENDING'S WHY IT TASTES SO GOOD!
FLAVOR! EXTRA-DELICIOUS FLAVOR... BECAUSE PABST BLUE RIBBON, LIKE FINEST CHAMPAGNES, REACHES PERFECTION THROUGH BLENDING. IT'S SPECIALLY BLENDED, "33 to 1"
A LITTLE LATER
WHAT A COMEBACK! HE BEATS ME BY 20 PINS!
ZOWIE—200! THAT LUCKY "33 to 1 FRAME" SURE DID THE TRICK!
WHEW! THAT'S WHAT I CALL A BLUE RIBBON PERFORMANCE!
You can't do your best when you're not relaxed. So be "at ease" with friendly Pabst Blue Ribbon. It always scores you tops in refreshment. The reason? Extra-delicious flavor that only the blending of 33 fine brews can bring you. This has made it a favorite everywhere, and the leading beer in the homes of all America.
Enjoy it in full or club size bottles and on draft at better places everywhere.
PABST BLUE RIBBON BEER
Pabst Blue Ribbon BEER
Pabst Blue Ribbon
COPYRIGHT 1942 PABST BREWING COMPANY, MILWAUKEE
33 Fine Brews Blended into One Great Beer

LIFE

BEGINNING IN THIS ISSUE

A KING'S STORY

H. R. H. THE DUKE OF WINDSOR CONTINUES THE STORY OF HIS LIFE

THE DUKE AND DUCHESS OF WINDSOR

MAY 22, 1950 20 CENTS

YEARLY SUBSCRIPTION $6.00

CANADA $6.50

MOORE

PYREX
Burchak

NEIGHBOORS

BY KAY RILEY

DRAWINGS BY LAUREN COOK

1
Tell us why it must be so only gardens next door grow.

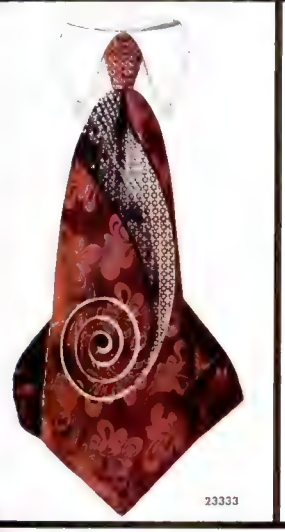
2
Neighbors, in a silly way, hate the things that shoot their way.

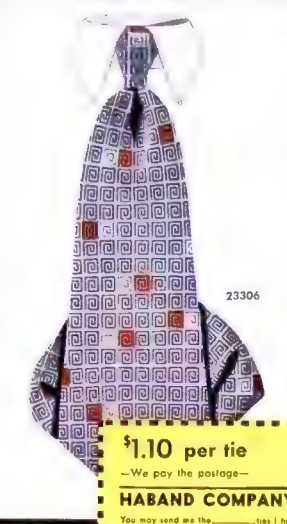
3
Do things just the way they do. Otherwise they frown at you.

Since 1840... Quality that never varies

CARLING'S Red Cap ALE

BREWING CORPORATION OF AMERICA • CLEVELAND, OHIO





From the Necktie Super Market. These remarkable direct color photographs show 12 style leaders from the mail order house which sells ties to the business and professional men of the U. S. From practically every city and town men send for ties to Haband in Paterson, N. J. and these 12 are the current favorites. Some have wondered why men send to Paterson year after year for them when other good ties can be bought just around the corner almost anywhere. The answer lies right here in these pictures. Excellent good taste is combined with well chosen patterns and exceptional color-ing. And more obviously, of course, there are the factors of economy and convenience. All of this is possible, particularly the styling and the economy, because Haband sells absolutely nothing other than neckties—with super intensive concentration upon one quality. Look the pictures over, leisurely and carefully, and you will find it interesting to discover how neatly the group will fit into your own wardrobe. The pictures are honest. They neither flatter nor harm the product and as such they serve their purpose well, for men can match them up with their suits and shirts in full confidence that there will be no let down when they see the actual ties, cut to regulation shape and length from today's standard rayon fabrics and expertly finished to the last detail. If you would like to get acquainted further with them, you need feel no hesitation in ordering a set, for Haband is vouched for by all usual commercial agencies and is probably known well by many of your friends and neighbors — most certainly by your own Postmaster.

ck off or Jot Down the Numbers you would like to wear and send them to the mpany with your remittance. The ties will reach you by return mail, bringe you a third and a fifth on because you will find them more than you pected in basic tailoring, color depth and dollars and cents value — none of hich can be shown in any picture. But, if for any reason you don't want to ear them, you need just a note back to have your money refunded with al dispatch. I mean it. Handling costs us a minimum order of 3 ties. But ke 6 ties a season's supply, and receive with that order a timely gift of a 1951 uire Girl Desk Calendar. Or, with Christmas coming on, take even re ties, plus the Desk Piece for only $13.20.

BUY 6 TIES and get this FREE

QUIRE GIRL DESK CALENDAR—1951 [illegible] ON THIS OFFER

$1.10 per tie —We pay the postage—

3 for 3.30 Minimum Mail Order

A Season's Supply 6 for 6.60 plus Desk Calendar FREE

HABAND COMPANY, Paterson 4, N. J.

U. S. A. ONLY

You may send me the _____ ties I have listed and for which I enclose herewith, a $_____ _____ remittance.

It is understood that if upon receipt of ties, I find any that I don't want to wear I can return them and have my money refunded promptly and without question.

Name _____ (Please Print)

Street _____

City _____ Zone _____ State _____

CHECK CHOICE BELOW	
Initial . . .	23276 ☐
Initial . . .	23291 ☐
Initial . . .	23355 ☐
23351 ☐	23333 ☐
23292 ☐	23306 ☐
23328 ☐	Solid . . . . .
23229 ☐	Solid . . . . .
23250 ☐	Solid . . . . .

REMITTANCE IN FULL MUST ACCOMPANY ORDER No C.O.D

Full price refunded if for any reason you don't want to wear the ties and return them to us.

WE GUARANTEE Immediate Delivery and **NO SUBSTITUTIONS**

Aren't you curious about the SHAVING CREAM

Guaranteed not to make shaving a pleasure?

An ad for reasonable men only who prefer billows of lather instead of billows of claims

THE 35¢ TUBE THAT LASTS FOR MONTHS

Dear Sir Your face has probably been a testing laboratory for a lot of shaving theories and tools, soaps and creams, lotions and salves.

Yet, in the fullness of time and experience, each man learns that shaving is at best a nuisance and a bore. And that even when it is not downright painful, the word *pleasure* shouldn't be mentioned in the same breath with *shaving*.

Does this mean that the future of shaving is all black as a man's beard? Not at all.

For the sake of your comfort (and incidentally, our business) we have lavished our technical skill and resources on producing a quality shaving cream. One which we could offer fairly as a *sensible* shaving aid. One which would do as much as any reasonable man could expect, to make shaving as painless as possible.

Literally, a fraction of an inch of our Listerine Shaving Cream gives lots and lots of good, rich lather. Brushes up quickly into a big, moisture-laden blanket of foam. And the more water you add, the better . . . because water is really the secret of the whole beard-softening mystery.

If all this sounds like good sense to you, we'd like you to meet Listerine Shaving Cream face to face. Ask for it at any drug counter. The price is low, the tube lasts long; so it is just as smart to buy as it is smartless to use. Sincerely,

LAMBERT PHARMACAL CO., *St. Louis, Mo.*

REMEMBER, THERE ARE 2 TYPES OF LISTERINE SHAVING CREAM

Out of this tube come swell shaves for men who prefer no-brush cream

Happy Birthday

Wait! Are you sure you want sugar in your Old Fashioneds?

MAN: Sorry. For a moment I forgot we all have to be sugar-misers now.

US: True enough, but that's only *one* of the reasons we asked that question.

MAN: I don't get it. What's the other reason?

US: Well, lately, more and more people have been telling us that it seems a shame to dim the noble flavor of a whiskey as magnificent as today's Four Roses with even a particle of sweetness.

MAN: Say—that certainly makes sense. In fact, when I found what wonderful things had happened to today's Four Roses, I started leaving all the fruit except a twist of lemon peel out of my Old Fashioneds. Man—what a glorious cocktail that makes!

US: Then we think you'll like a Four Roses Old Fashioned even better without any sugar at all.

MAN: O.K., then—I'll leave out the sugar.

US: But whether or not you find you like it better that way, you'll still have the most princely Old Fashioned a man could ask for—as long as it's made with today's Four Roses!

Four Roses is a blend of straight whiskies—90 proof. The straight whiskies in Four Roses are 5 years or more old. Frankfort Distilleries, Inc., Louisville & Baltimore.

YOU'VE NEVER TASTED SUCH WHISKEY AS TODAY'S FOUR ROSES

XR

LIFE

BEGINNING VOLUME IV OF CHURCHILL'S MEMOIRS

HOW OUR RUSSIAN TROUBLES BEGAN

TV GETS TOP COMICS

ED WYNN

OCTOBER 23, 1950 20 CENTS

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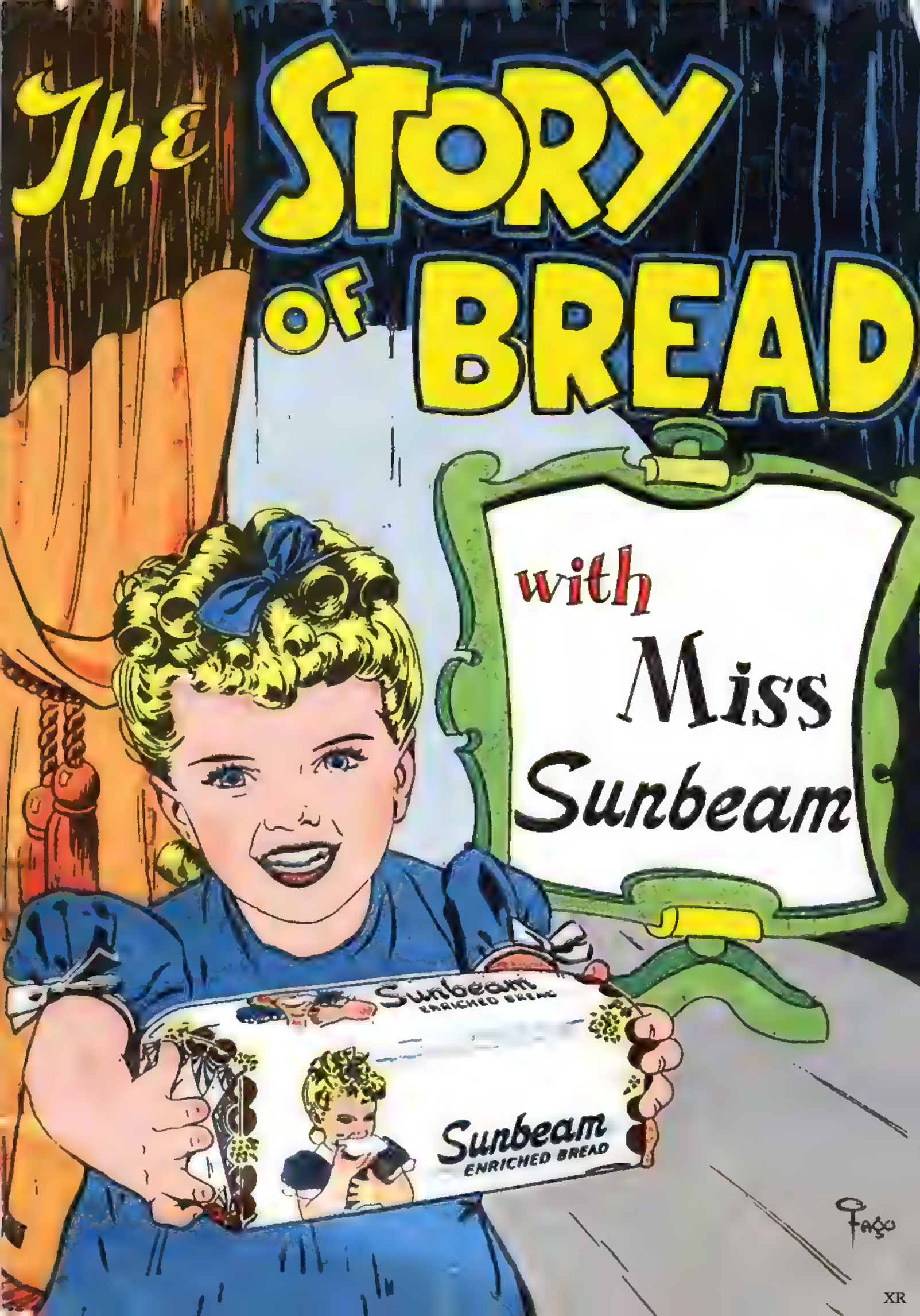
The Story of Bread
with Miss Sunbeam
Sunbeam
ENRICHED BREAD
Sunbeam
ENRICHED BREAD
Fago

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Sweetheart of the JUKE BOX

Margaret Whiting

BLOND, VIVACIOUS AND BEAUTIFUL DETROIT BORN MAGGIE IS LIKED BY EVERYONE WHO KNOWS HER.

POSSESSED OF ONE OF THE FINEST POP VOICES OF THE DAY, SHE IS THE MUSICIANS CHOICE FOR GOOD SINGING.

HER FAVORITE PASTIMES ARE SPEED-BOATING, SWIMMING, DIVING AND LISTENING TO HER VAST COLLECTION OF RECORDS.

GREATEST AMBITION IS TO RECORD AN ALBUM OF TUNES WRITTEN BY HER FATHER, THE LATE RICHARD WHITING,

MARGARET IS OUR CHOICE FOR THE **JUKE BOX SWEETHEART** OF THE MONTH.

JUKE BOX COMICS, No. 5, NOV. 1948. Published Bi-monthly and copyrighted by Famous Funnies, Inc., 500 Fifth Ave., New York 18, N. Y. Yearly subscription, United States, 60c, plus 15c for mailing, total 75c. Single copy: 10 cents in United States; Second-class application pending at the Post Office at New York, N. Y., under the act of March 3rd, 1879. Additional second-class entry pending at the Post Office at Meriden, Conn. Editorial and circulation offices, 500 Fifth Ave., New York 18, N. Y. Advertising representatives, Gilman, Nicoll & Ruthman, 19 West 44th St., New York 18, N. Y. Branches—Boston, Philadelphia, Chicago, Detroit, San Francisco. General Office: 23 Commercial Street, P.O. Box No. 2419, Waterbury 91, Conn., U.S.A.; William J. Pape, President; William B. Pape, Treasurer. Printed by The Eastern Color Printing Co., Waterbury 91, Conn. PRINTED IN U.S.A. Covers printed and books bound by The Curtiss Way Corp., Meriden, Conn.

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Spring comes in 5 flavors!

What makes this Maypole so lusciously merry?
Orange! And Lemon and Lime! And Wild Cherry!
Glorious tangy-sweet Pineapple too.
Tastes like a dream—and it's fresh as the dew!
And *every one* of these yum-yummy flavors
Comes in each pack of FIVE FLAVOR LIFE SAVERS.

Only 5¢

The panting thoughts of Officer O'Shea

"Bustin' up kids' street fights—now that's a fine thing for me to be doin'. Well, what can you expect? When a lively youngster has no decent place to play, he's bound to let off steam somehow. Pity there's no space left in town for new playgrounds."

Hold on, Officer, there is! Today, in many congested city areas Barrett Specification Roofs on schools and other flat-topped buildings are being transformed into attractive recreation centers where young Americans can play and grow strong, safe from the menace of crowded streets and dangerous traffic.

Built of coal-tar pitch and felt, with an armored surface, Barrett Specification Roofs permit the utilization of areas formerly wasted. They are becoming increasingly important in the postwar planning of municipal authorities, housing officials and architects.

Like many other Barrett basic products, they are making a significant contribution to better living every day.

BUILDING MATERIALS—Barrett Specification* Roofs, Shingles, Sidings, Roll Roofings, Waterproofing, Rock Wool Insulation, Bituminous Paints. WOOD PRESERVATIVES—Creosote Oil and Carbosota*. COAL-TAR CHEMICALS—Benzol, toluol, naphthalene, acids, bases, solvents, Cumar* resins, products for rubber, etc. PAVING MATERIALS—Tarvia* and Tarvia-lithic*. PROTECTIVE COATINGS—Pipeline Enamel and Waterworks Enamel. NITROGEN PRODUCTS—Anhydrous Ammonia, Sulphate of Ammonia and Arcadian*, the *American* Nitrate of Soda.

*Reg. U. S. Pat. Off.

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THE BARRETT DIVISION
ALLIED CHEMICAL & DYE CORPORATION
40 RECTOR STREET, NEW YORK 6, N.Y.

ONE OF AMERICA'S GREAT BASIC BUSINESSES

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John Ford's lusty successor to "Fort Apache" and "She Wore a Yellow Ribbon"

JOHN FORD and MERIAN C. COOPER present

WAGONMASTER

BEN JOHNSON, remembered as Sergeant Tyree in "She Wore a Yellow Ribbon"

HIT SONGS!
"SONG OF THE WAGONMASTER"
"SHADOWS IN THE DUST"
"WAGONS WEST"
"CHUCKAWALLA SWING"
sung by
The Sons of the Pioneers
words & music by
STAN JONES
composer of
"Ghost Riders in the Sky"

starring BEN JOHNSON • JOANNE DRU • HARRY CAREY, JR. • WARD BOND
with CHARLES KEMPER • ALAN MOWBRAY • JANE DARWELL

Written by FRANK NUGENT and PATRICK FORD • Produced by Argosy Pictures Corporation • Distributed by RKO Radio Pictures

Directed by JOHN FORD

WELCOME SWEET SPRINGTIME WITH BIRDS AND WITH FLOWERS— AND CUT DOWN TO MINUTES THE HOUSECLEANING HOURS!

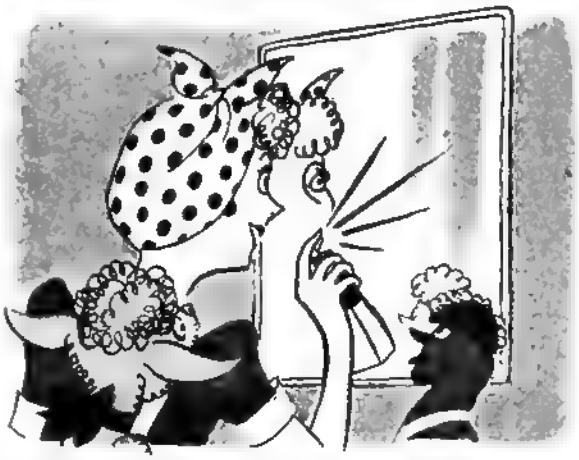
Oh, look at the lady who's ready to sing
At the sight of the flowers that bloom in the spring.

2 It's true, to be sure, that the blossoms remind her
Of house-cleaning chores to be gotten behind her.

3 But a wise little, prize little, up-to-date miss
Can speed up her house-cleaning duties like this . . .

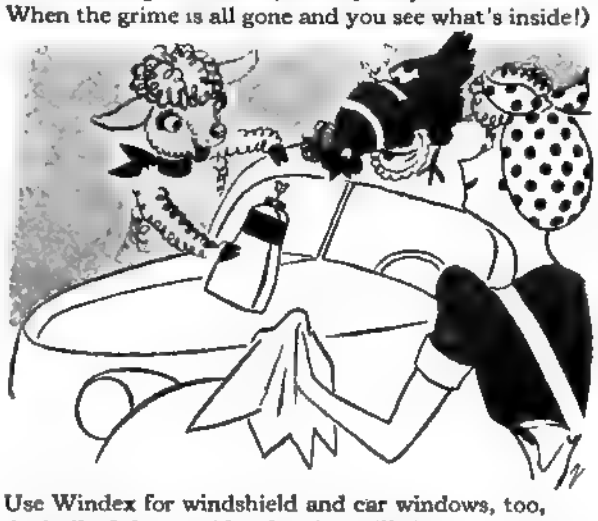
With Windex, you see, washing windows is *fun*—
A spray, and a wipe, and they're bright as the sun!

5 The picture glass ditto. (Your eyes open wide
When the grime is all gone and you see what's inside!)



6 Now polish the mirrors to shining perfection,
So springtime's a-blossom in every reflection!

7 The glass of the table top's next on the list—
So get it to gleam, with a flick of your wrist.



8 Use Windex for windshield and car windows, too,
And all of the sparkle of spring will shine through!

9 When flowers start blooming, and birds start to sing,
Don't frown at the house-cleaning jobs of the spring.

Get Windex (the 20-ounce size saves you cash),
And get all your glassware a-shine *in a flash!*

For spring house cleaning—get brighter windows quicker with

WINDEX

A PRODUCT OF THE DRACKETT COMPANY

Costs only a fraction of a cent per window. WINDEX is a *must* for house cleaning! No streaking, no film, when you insist on this noninflammable, oil-free cleaner. No need even to *try* cheap substitutes since Windex costs but a fraction of a penny per pane.

Copr. 1945, The Drackett Co.

Recipe* for Holiday Happiness!

*Wherever you go . . . whatever you do on your holidays, you'll find a lot of extra pleasure with a portable radio.

And for *extra* satisfaction from your portable—use "Eveready" Batteries.

PM XR

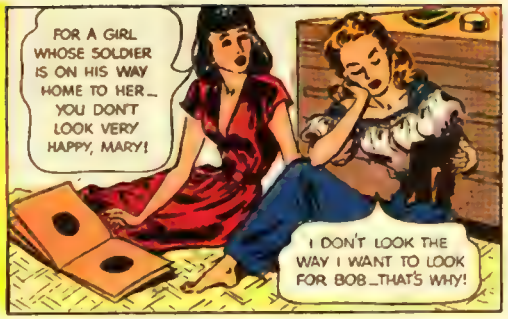
Pause to Refresh...at Everybody's Club

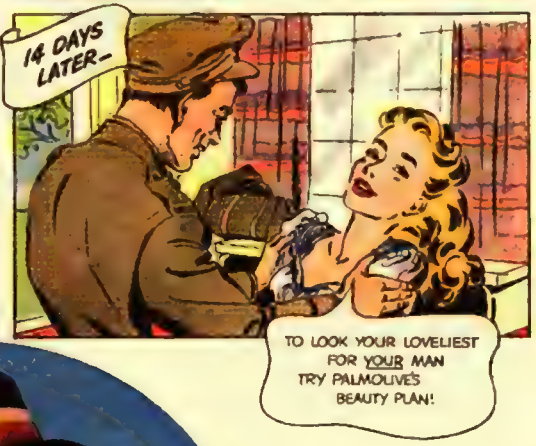
Pleasant get-togethers happen every day at fountains. People greet old friends and meet new ones. Such things, around *the pause that refreshes* with ice-cold Coca-Cola, make your favorite fountain a neighborhood club. Dues, 5¢.

Ask for it either way . . . both trade-marks mean the same thing

COPYRIGHT 1946, THE COCA-COLA CO

DOCTORS PROVE 2 out of 3 women can have lovelier skin in 14 DAYS!





YOU, TOO, may look for these skin improvements in only 14 DAYS!'

If you want a complexion the envy of every woman—the admiration of every man—start the 14-Day Palmolive Plan tonight!

Remember, the Palmolive Plan was tested on 1285 women of all ages—from fifteen to fifty—with all types of skin. Dry! Oily! Normal! Young! Older! And 2 out of 3 of these women got noticeable complexion improvement in just 14 days! No matter what skin care they had used before.

Reason enough for every woman who longs for a lovelier complexion to start this new Beauty Plan with Palmolive Soap!

Less Oily
Smoother, Younger looking
Less Coarse-looking
Fewer Tiny Blemishes –
Less Incipient Blackheads
Fresher
Brighter, Clearer Color

DOCTORS PROVE PALMOLIVE'S BEAUTY RESULTS!

P. S. For tub or shower, try Palmolive in the New Big Bath Size! It's big! Generous! Thrifty! And how men enjoy its rich, generous lather!

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Walt Disney's

Donald Duck

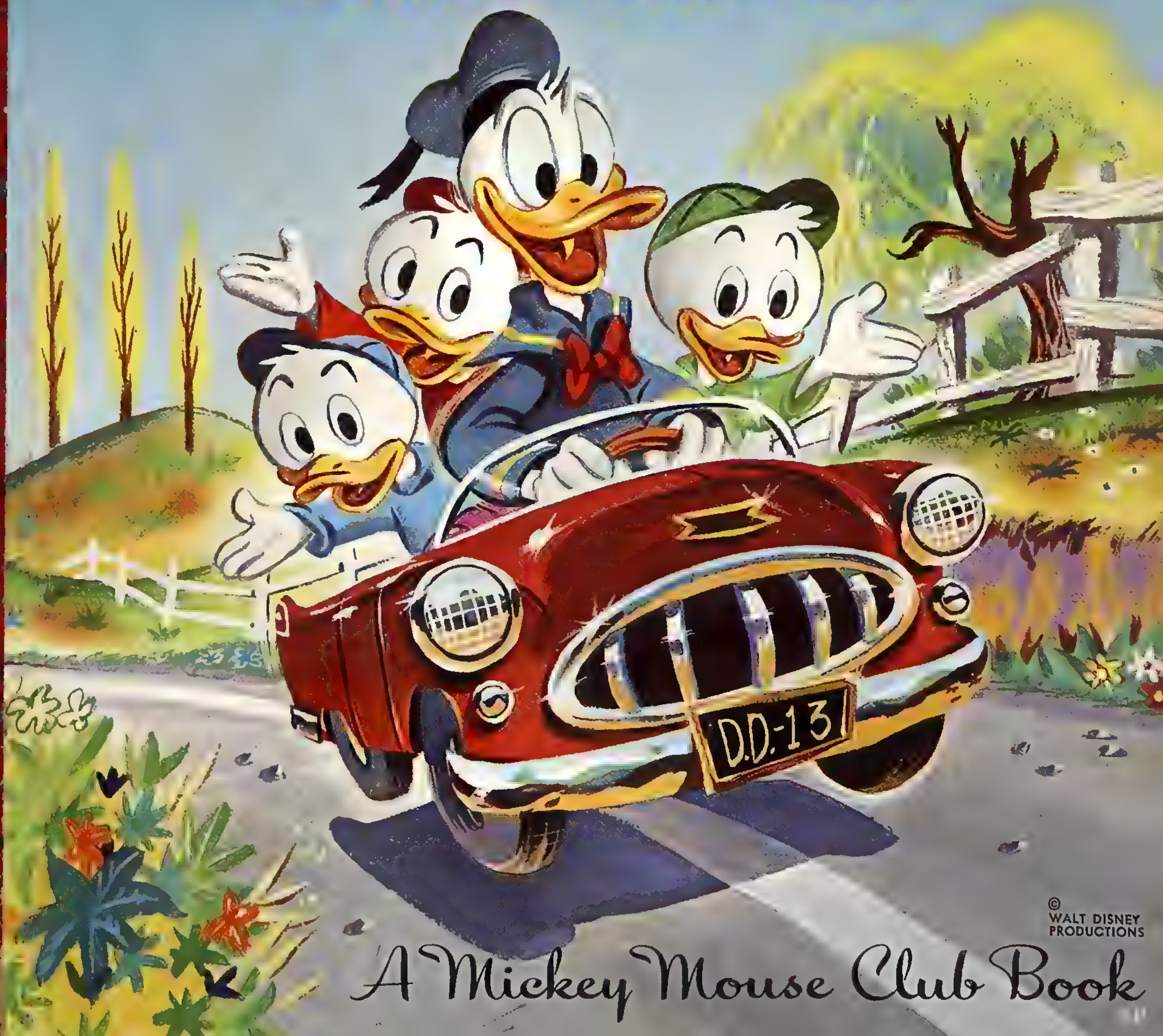
PRIZE DRIVER

OFFICIAL MICKEY MOUSE CLUB

D49

25¢

35¢ IN CANADA



© WALT DISNEY PRODUCTIONS

A Mickey Mouse Club Book

Pepsodent Notebook

WANT MY FRIEND IRMA ON YOUR SALES FORCE?

A $40 *PEPSODENT* ORDER PUTS THIS LIFE-SIZE FLOOR STAND TO WORK IN *YOUR* STORE! QUANTITY LIMITED-*HURRY!*

PLATE-MATES!

A BRUNSWICK, MD., MAN LENT HIS FALSE TEETH TO A FRIEND TO WEAR ON A DATE. YOU CAN HELP YOUR FRIENDS SPARKLE SOCIALLY --- SELL THEM *PEPSODENT!*

THANKS AND $5 TO MRS JOHN BURTON, HAGERSTOWN MD.

REMIND CUSTOMERS FILM SPEEDS DECAY RECOMMEND FILM-REMOVING PEPSODENT

HOME-MADE LAUGHING GAS

AMMONIA, WHICH WAS USED AS A HOME TOOTHACHE CURE IN THE 80'S, OFTEN CAUSED LAUGHING FITS.

JENNIE M. BANNING, BRADFORD, PA.

SHARP AS A TOOTH!

SOLOMON LAID HIS GREAT WISDOM PARTLY TO A BEAVER'S TOOTH HE WORE.

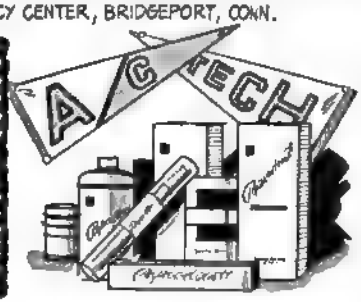
WINS $5 FOR MRS. W. STEWART, MINEOLA, NEW YORK

SELLING HINT... GET YOUR BACK-TO-SCHOOL DISPLAY UP EARLY! HAVE *PEPSODENT* AND ALL OTHER TOILET ARTICLES STUDENTS NEED IN ONE CONVENIENT PLACE—WATCH SALES MULTIPLY!

LUCILLE A. CALDANA, KAZIN'S PHARMACY CENTER, BRIDGEPORT, CONN.

WE'LL PAY FIVE DOLLARS

for each hint or fact used in these ads. In writing, please give source. All contributions become property of Pepsodent—none returned. If identical items are submitted, payment will be made to first received. Address: Pepsodent Division, Dept. PN8, 80 Varick St., New York 13.



PEPSODENT Division Lever Brothers Company

PEPSODENT TOOTH PASTE • PEPSODENT TOOTH POWDER • PEPSODENT AMMONIATED TOOTH POWDER • PEPSODENT ANTISEPTIC
PEPSODENT "STRAIGHT LINE DESIGN" TOOTH BRUSH • RAYVE HOME PERMANENT • RAYVE CREME SHAMPOO • LIFEBUOY SHAVING CREAM

"COUNTRY OF ORIGIN U.S.A."

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Southern Select
BEER
Better
COMMERCIAL
Pictures
TOOK!
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FREDDY MOORE
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Mayrose
SLICED
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mayrose
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mayrose

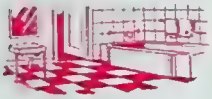
"I saved enough

ON CLEANING BILLS TO BUY THIS NEW SPRING HAT"

Quick Tricks for Spring Cleaning

WEARING APPAREL: No hard rubbing required. Simply dip, squeeze and knead in A-Penn Home Dry Cleaner until thoroughly clean; rinse in fresh A-Penn, let dry and garment will be spotless.

DRAPES and SLIP COVERS: Brush thoroughly to remove loose dirt. Dip a brush in A-Penn Home Dry Cleaner and go over entire surface evenly with light, long strokes. Follow with a clean white cloth saturated with A-Penn.



WOODWORK, LINOLEUM, TILE, PORCELAIN: Saturate cloth in A-Penn Home Dry Cleaner and go over surface. Polish with dry cloth. Grease and grime vanish like magic!

Full instructions on A-Penn Home Dry Cleaner's many uses will be found on every can.

"Tired of paying big cleaning bills every spring? Well — so was I. Then I tried A-Penn Home Dry Cleaner . . . and did dollars worth of cleaning for a few cents!" A-Penn is grand for upholstery, draperies, rugs, slip covers . . . yet it's safe for fine dresses and suits. Easy to use . . . and so economical!

YOU MUST BE COMPLETELY SATISFIED THAT A-PENN DOES AS GOOD A JOB AS OTHER HOME DRY CLEANERS SELLING FOR EVEN 25% MORE . . . OR 3 TIMES YOUR MONEY BACK!

"Oh — look at that awful spot! And I haven't time to change . . . Bill's due in a few minutes."

"Don't worry, honey! A-Penn Cleaning Fluid will take it out in a jiffy — just like magic!"

"You see — not a trace of the spot, thanks to A-Penn. And just in time — there's Bill's car now!"

A-PENN CLEANING FLUID

Quick, safe way to remove spots. Won't injure fabrics...leaves no ring. Economical . . . efficient!

A-penn products

ARE SOLD AT A & P STORES

Over 7,000,000 packages sold last year!

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NEW HOOVER TRIPLE-ACTION CLEANER, MODEL 28

The Great New HOOVER CLEANERS

New Triple-Action Cleaner embodying Hoover's exclusive cleaning principle, "Positive Agitation" . . . it beats, as it sweeps, as it cleans® . . . cleans rugs thoroughly, removes deep-down dirt, keeps colors bright and prolongs rug life. Picks up surface litter. Preferred 2 to 1 over any other make of cleaner.

Your Triple-Action Hoover can be converted instantly to an above-the-floor cleaner. Just "click in" those handy cleaning tools. You clean furniture, draperies, lamp shades, bare floors and all the hard-to-get-at places so quickly, so easily. Cleaning tools, including Mothinizer, in new handy kit.

New Hoover Cylinder Cleaner—for you who want this type of cleaner. Cleans by powerful suction. Easy to use. Stores in small space. Handles at end and top. No stooping to attach or detach hose, just flick toe release. Complete with cleaning tools in handy kit. Mothinizer, sprayer included.

New Dirt Disposal Idea: With the new Hoover Cylinder Cleaner, your hands never touch bag or dirt! You just press the convenient toe release, and whisk!—the bag is thoroughly shaken and emptied without even being removed from the cylinder! There's no trick to it! It's quick, simple—and *clean!*

NEW HOOVER CYLINDER CLEANER, MODEL 30

THE HOOVER COMPANY
North Canton, Ohio
Hamilton, Ontario, Canada

XR

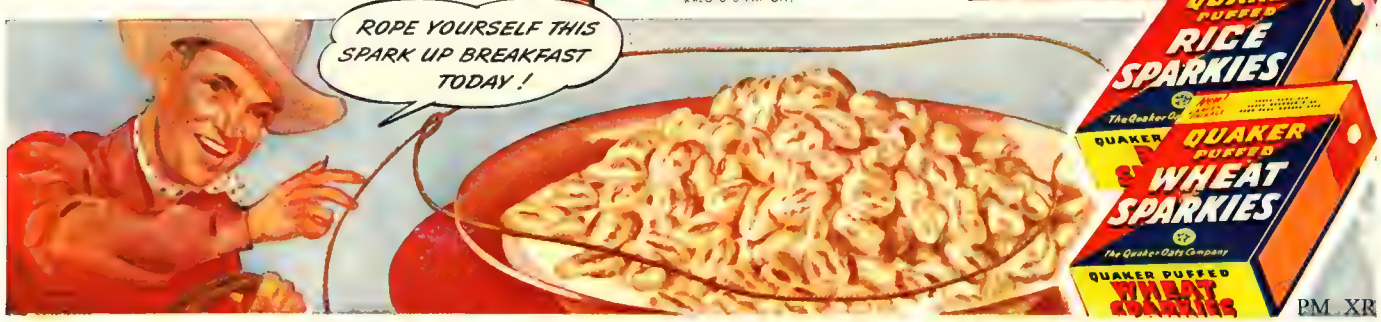
Gene Autry tells how to Spark Up With Sparkies!

"Ain't a man alive, or boy or girl or lady in America today, doesn't want all the rip-rarin' energy they can get! That goes for me, makin' movies and rodeo-ridin' the way I do! So when I found a great 'Spark Upper,' I said 'That's for me!'"

GENE AUTRY, famous Singing Star or Republic Pictures, starred in radio in "Melody Ranch," C.B.S.

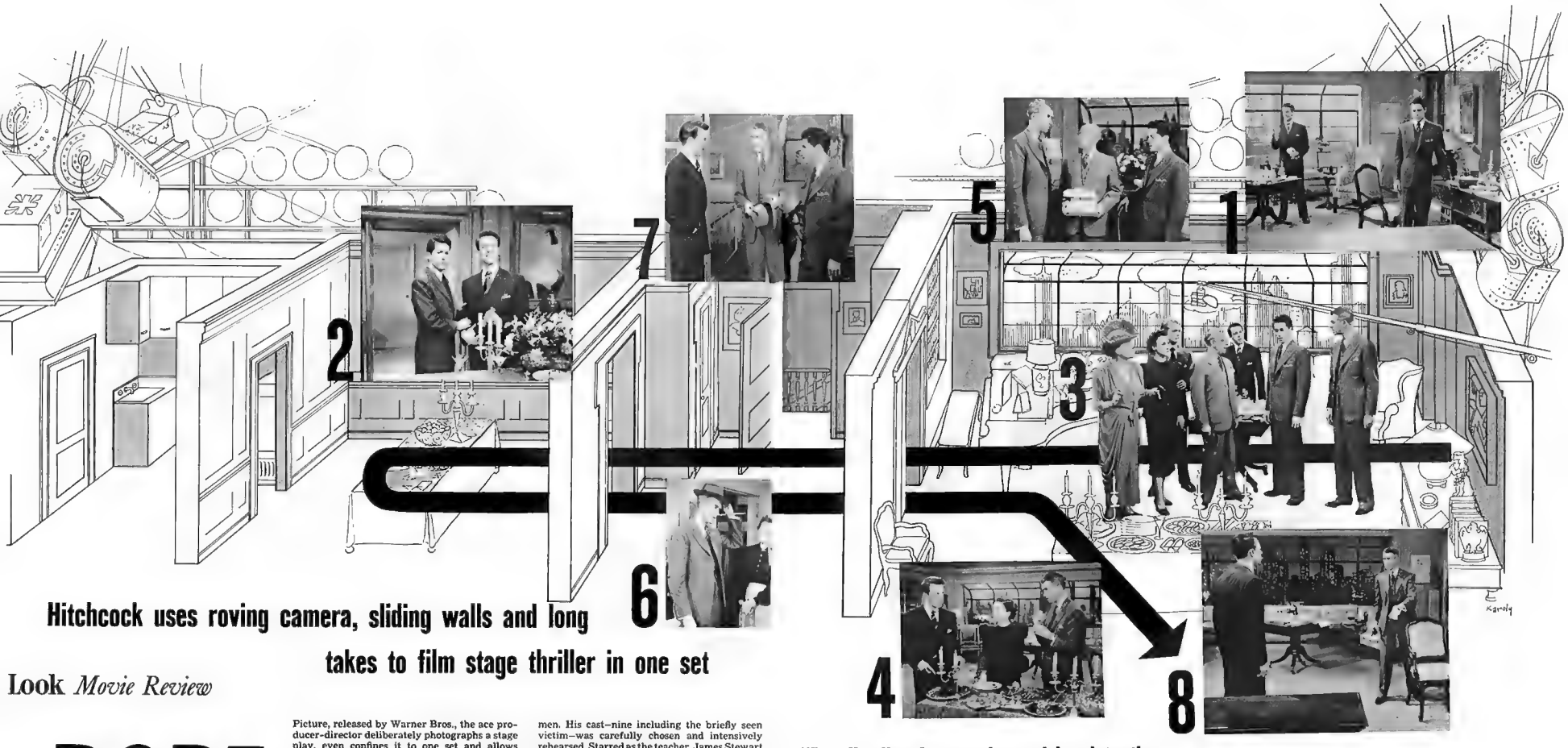
SPARK UP WITH **Sparkies** WHEAT OR RICE *

*REG. U.S. PAT. OFF.



PM_XR

OLD ORCHARD BEACH



Hitchcock uses roving camera, sliding walls and long takes to film stage thriller in one set

Look *Movie Review*

ROPE

"It's only a photographed stage play" was the complaint rightly leveled at many an early talkie. This frequent criticism made Hollywood wary in adapting Broadway hits. Screen writers strained to get their characters out-of-doors and on the move. Now Alfred Hitchcock reverses the whole business with *Rope*, his first independent production. In this Transatlantic Picture, released by Warner Bros., the ace producer-director deliberately photographs a stage play, even confines it to one set and allows no time lapses.

Of course the Master does it with a difference. *Rope* is admittedly an experiment. For years, Hitchcock has tried occasional long takes of continuous action, made with a single moving camera—as opposed to the usual short scenes from different angles intercut with closeups. Eager to use this technique for an entire film, he recalled a play ideally suited to it—Patrick Hamilton's 1929 London hit, *Rope* (called *Rope's End* in New York). The action of this melodrama takes place in one apartment within an hour and a half. Two Oxford students strangle a classmate and serve a dinner to his relatives and friends from a chest containing his body. A former teacher, who unwittingly motivated the "thrill murder," suspects and finally exposes it.

For his movie, Hitchcock made the setting a New York penthouse and the killers Harvard men. His cast—nine including the briefly seen victim—was carefully chosen and intensively rehearsed. Starred as the teacher, James Stewart makes the character, unpleasant in the play, mainly sympathetic. John Dall is properly hateful as the chief murderer and Farley Granger builds suspense as his unnerved partner. Cedric Hardwicke, Constance Collier, Joan Chandler, Douglas Dick and Edith Evanson keep other roles up to Hitchcock standards. But the real star is Hitchcock himself.

The maker of such classics as *39 Steps* and *Rebecca* used all his ingenuity to get movement and variety into *Rope's* limited scene. He had the camera mounted on a specially-built dolly to give it access to all parts of the set (see heavy line above) as "wild walls" (see page 94) and rolling props made way for it. In his first Technicolor film, he paralleled the drama's mounting tension with sunset hues, deepening gloom and a climactic flashing sign. His photographed stage play is indeed a stunt, but it's also an exciting 80 minutes.

"Rope" tells of a murder and its detection

To prove himself "superior to traditional moral concepts," Brandon Shaw (John Dall), aided by his friend, Philip Morgan (Farley Granger), strangles a Harvard classmate, David Kentley. **1** Their crime exhilarates Brandon as he wipes a glass David used, but Philip, shaken by remorse and fear, stares at the chest in which the body lies. Brandon's macabre plan includes a party in his Manhattan penthouse at which David will be expected. **2** Philip's tension increases when Brandon decides to transfer the buffet from the dining room to the top of the "coffin." **3** The guests include David's aunt (Constance Collier); his fiancée (Joan Chandler); his former best friend (Douglas Dick); his father (Cedric Hardwicke) and Rupert Cadell (James Stewart), former prep-school teacher of the murderers and their victim. Rupert's discussions of the superior intellect and its privileges had great influence on Brandon, and his presence at the party offers a special challenge to him.

Philip's nervous outbursts and David's failure to appear disturb the gathering, but **4** Brandon deals coolly with the growing suspicion of David's girl and Rupert. Alarmed at David's absence, Mr. Kentley prepares to leave, taking some books given him by Brandon, who has tied them with the rope used to throttle his son. **5** Rupert sees Philip start at the sight of the rope. **6** As Rupert leaves, the housekeeper (Edith Evanson) hands him the wrong hat. In it he finds the initials "D. K."

His guests gone, Brandon congratulates himself on the success of his grim "party." Heavy drinking has done little to lessen Philip's anxiety and **7** Rupert's unexpected return, on the pretext of having left his cigaret case, terrifies him. He breaks when he sees Rupert has brought the rope back with him. He tries to shoot Rupert but misses. Rupert wrests the gun from him and **8** insists on opening the chest. Appalled by what he finds and by Brandon's "explanation" of it, he holds the murderers for the police.

For more about how the film was made, turn page

XR

RR. STATION.

All aboard for a nickel

Hop on board the fruit-flavor special! A five-cent piece is your fare for a delicious tour. All aboard for Orange! Lemon! Lime! Pineapple! Wild Cherry! You're on the right track when you ask for a handy 5-flavor pack of Life Savers!

Only 5¢

XR

"Look Mommy! We left some for you"

Peanut Crunch Peanut Butter is a great thrill for kiddies . . . a great treat for mom and pop! With meals — or in-between, everybody likes Peanut Crunch Peanut Butter, the blended combination of crispy, toasted peanut bits and smooth, delicious peanut butter. Contains essential vitamins that help build strong bodies. Look for Peanut Crunch Peanut Butter on your grocer's shelves.

A HOLSUM PRODUCT

ADVERTISEMENT

HIGH SCHOOL "CHAMPS" OF AMERICA by Thom McAn

WATCH THIS SPACE FOR THE HIGH SCHOOL "CHAMP" OF YOUR LOCALITY

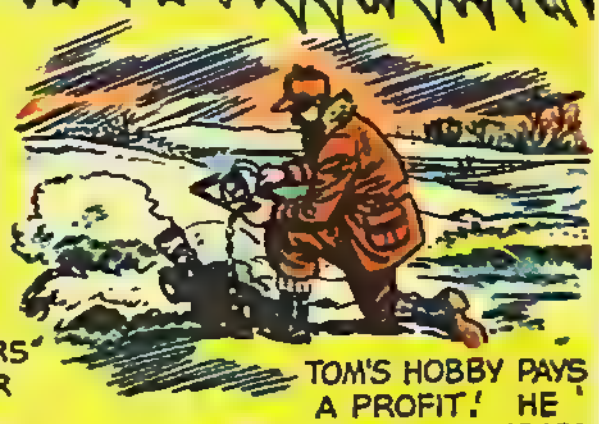
TOM DENHART

"OUTSTANDING BOY"

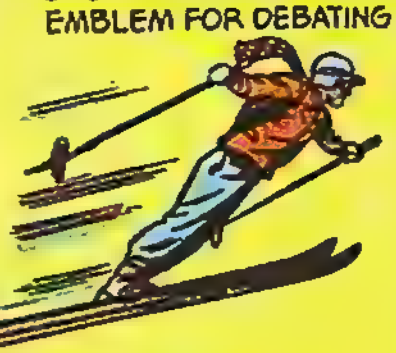
A STUDENT AT HUGHES HIGH SCHOOL, CINCINNATI, OHIO

TOM DENHART is one of the most popular boys in his school—and with good reason! He's a versatile athlete, fine speaker, good student. Elected to Hi-Y Club, he's also senior adviser to school newspaper. Enjoys photography, experiments with trick lighting effects. Hopes to study law or journalism. Tom likes sports clothes; selected, as his favorite, Thom McAn shoe style shown below.

HE'S PRESIDENT OF "PARLATORS" SPEAKING CLUB--WON HONOR EMBLEM FOR DEBATING SKILL



TOM'S HOBBY PAYS A PROFIT! HE TRAPS MUSKRATS SELLS THEIR FUR



HE'S QUITE A SKIER, TOO!

TOM LOVES SPORTS. BASKETBALL AND SWIMMING ARE AMONG HIS FAVORITES

SENIOR CLASS ELECTED HIM EDITOR OF YEARBOOK

TOM SELECTS THIS HANDSOME THOM McAN STYLE IN BOYS' SHOES... A STURDY BEAUTY IN RICH GRAIN-LEATHER. (BOY'S STYLE NO. X24; MEN'S STYLE NO. 304)

AMERICA'S MOST POPULAR SHOE

AMAZING--BUT TRUE!
WHEN ASKED TO NAME THEIR FAVORITE SHOE, 3 TIMES AS MANY YOUNG AMERICANS PICKED **THOM McAN** AS THE NEXT NEAREST RIVAL! YOU, TOO, WILL "TAKE A SHINE" TO McAN STYLES LIKE THE ONE PICTURED HERE--BECAUSE THEY **KEEP** THEIR SHINE FOR A LONG TIME, AND GIVE YOU REAL "GROWN UP" STYLING AND QUALITY AT AN AMAZINGLY LOW PRICE. VISIT THE GREEN-AND-WHITE **THOM McAN** SHOP--"WHERE ALL THE GANG GOES"--AND SEE THE SHOES YOU'LL BE PROUD TO WEAR.

Thom McAn

503 STORES - IN 299 CITIES

XR

For Swimmers Only...
Cole's "Esther Williams"
If you're the one in five who really swims, you need more than an ordinary swimsuit—you need Cole of California's new "Esther Williams"!
Created by Cole designer Margit Fellegi and tank-tested by famous M-G-M swim star, Esther Williams, this suit gives you complete freedom—yet it's perfectly controlling! Dive, churn, twist and turn—and Cole's "Esther Williams" stays smooth and shapely.
And for greater, lasting fit, you can't beat those streamlined curves!
Cole
OF CALIFORNIA
ORIGINAL

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"If the Dean could see you now!"

It's an academic epidemic, this Munsingwear slip. Super-smoothie under dresses, because it's cut in a new, exclusive way...all in one figure-hugging swathe round the middle. Won't twist; won't sag. Stays down! This Sleekmaker slip, of tricot-knit rayon, scarcely needs an iron. Inexpensive...at better stores.
Munsingwear, Inc. • Minneapolis • New York • Chicago

MUNSINGWEAR *Underlovelies*

Fit That Lasts!

UNDERWEAR, SLEEPING AND LOUNGING WEAR, FOUNDATION GARMENTS AND HOSIERY

XR

HOOD
FLOWER

SEARS

FALL AND WINTER 1958

Shopping from this catalog . . like choosing a favorite candy . . is more exciting, more satisfying because there's extra variety to please every taste, every budget, every family

Shop the Sears telephone way

Phone or visit Sears Catalog Sales Office near you . . full details on pages 1511 to 1515

SEARS, ROEBUCK AND CO., LOS ANGELES 54, CALIF. • *Satisfaction guaranteed or your money back*

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"My Food Budget bought the bouquet _Thanks to A&P!"

"Whoever coined that slogan, '*You can save more —more easily at A&P,*' really *has* something! There's no hunting out the best values from store to store. No comparing of quality and price each time you shop to make sure you're getting your money's worth for the prices asked. A&P's store-wide values on hundreds of quality items *every day* let me shop at my convenience and enjoy savings, too. Not only that—I have confidence in everything I buy there, because A&P gives me my money back on any item I buy if I'm not *completely satisfied.* Why don't you 'Test Shop' A&P? See how convenient it is to be able to buy everything you need at one store. See how much you save, too!"

Menus...All Good ...Different, Too!

It takes good food to make good meals—and your A&P has the widest selection of fine foods imaginable. You'll have no weekly "repeat performances" in your menus unless *you* prefer 'em!

See Your Savings ...Check 'em, too!

Prices stamped on every item at A&P show you what you're spending as you shop . . . speed you through the checkout counter, too! Keep your cash-register slip; check and *see* your savings!

Give Your Food Dollars More Mileage!

Remember . . . only about *one cent* of each dollar you spend at A&P goes for profit! Small profit is a good sign of big value . . . come see!

Do you find A&P shopping hours convenient? If you shop first thing in the morning, are the shelves well stocked? If you shop the last thing at night, do you get the same courteous, efficient service you get earlier in the day? If not, our loyal, skilled clerks want to know about it. Please write:

Customer Relations Department
A&P Food Stores
Graybar Bldg., New York 17, N. Y.

SAVE MORE...MORE EASILY

Test Shop

SUPER MARKETS

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PARTING IS SUCH SWEET SORROW
WHEN I KISS YOUR *INGRAM'S* FACE

Can you blame a girl when it's her excuse to kiss his *Ingram's* face again? A nice face, a soft face, a cool face. A face on which a whisker scarcely dares to raise its head. Beards find *Ingram's* quite heart-breaking. The famous atomic lather burrows in, wounds 'em, wilts 'em, stands 'em up and then caresses the skin into a vibrant, purring coolness.

INGRAM'S
SHAVING CREAM

obtainable at all chemists.

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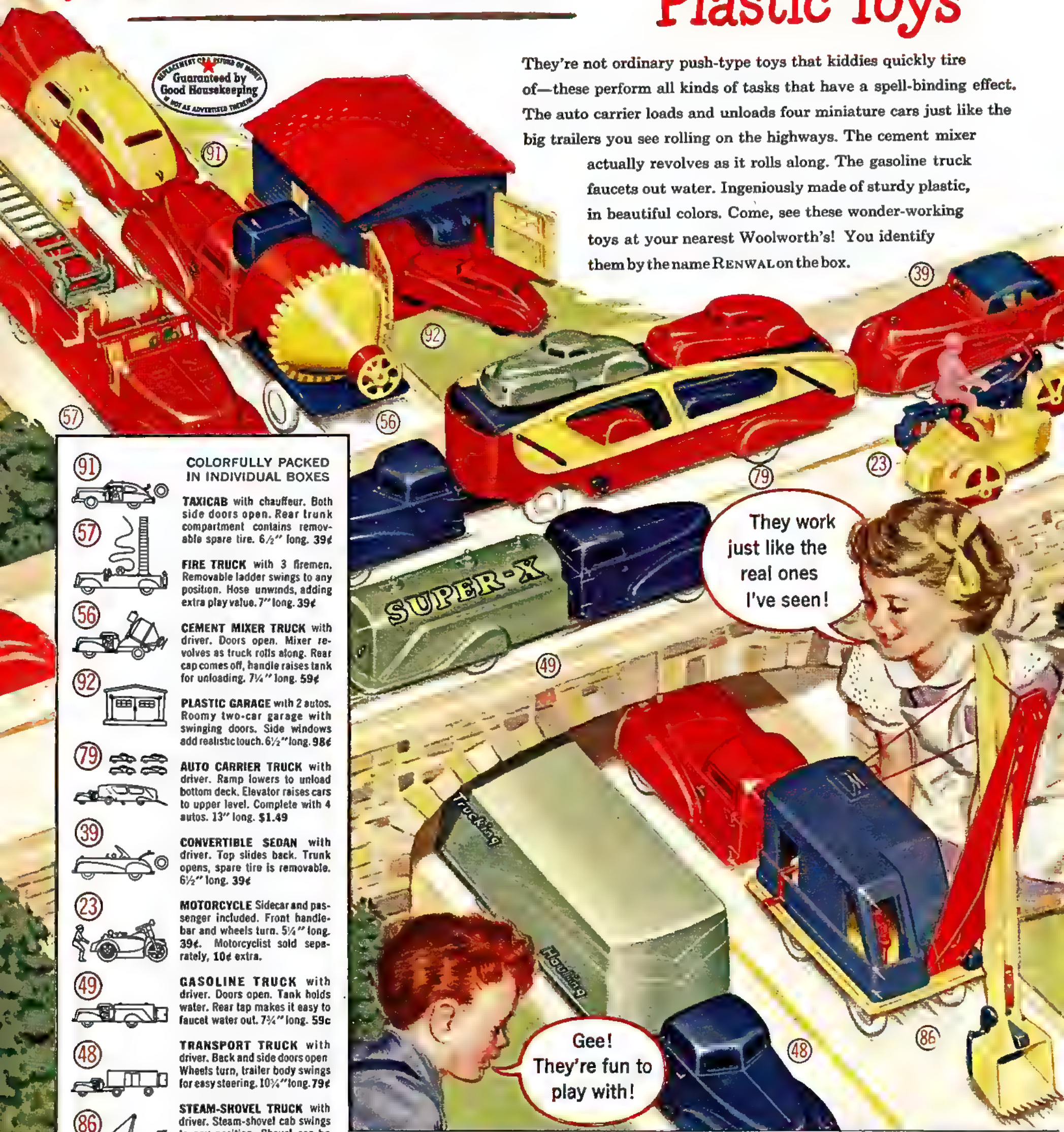
THEY'RE FASCINATING...THEY'RE EDUCATIONAL...

WOOLWORTH'S Wonder-working Plastic Toys

Guaranteed by Good Housekeeping

They're not ordinary push-type toys that kiddies quickly tire of—these perform all kinds of tasks that have a spell-binding effect. The auto carrier loads and unloads four miniature cars just like the big trailers you see rolling on the highways. The cement mixer actually revolves as it rolls along. The gasoline truck faucets out water. Ingeniously made of sturdy plastic, in beautiful colors. Come, see these wonder-working toys at your nearest Woolworth's! You identify them by the name RENWAL on the box.



COLORFULLY PACKED IN INDIVIDUAL BOXES

91 **TAXICAB** with chauffeur. Both side doors open. Rear trunk compartment contains removable spare tire. 6½" long. 39¢

57 **FIRE TRUCK** with 3 firemen. Removable ladder swings to any position. Hose unwinds, adding extra play value. 7" long. 39¢

56 **CEMENT MIXER TRUCK** with driver. Doors open. Mixer revolves as truck rolls along. Rear cap comes off, handle raises tank for unloading. 7¼" long. 59¢

92 **PLASTIC GARAGE** with 2 autos. Roomy two-car garage with swinging doors. Side windows add realistic touch. 6½" long. 98¢

79 **AUTO CARRIER TRUCK** with driver. Ramp lowers to unload bottom deck. Elevator raises cars to upper level. Complete with 4 autos. 13" long. $1.49

39 **CONVERTIBLE SEDAN** with driver. Top slides back. Trunk opens, spare tire is removable. 6½" long. 39¢

23 **MOTORCYCLE** Sidecar and passenger included. Front handlebar and wheels turn. 5¼" long. 39¢. Motorcyclist sold separately, 10¢ extra.

49 **GASOLINE TRUCK** with driver. Doors open. Tank holds water. Rear tap makes it easy to faucet water out. 7¾" long. 59c

48 **TRANSPORT TRUCK** with driver. Back and side doors open Wheels turn, trailer body swings for easy steering. 10¾" long. 79¢

86 **STEAM-SHOVEL TRUCK** with driver. Steam-shovel cab swings to any position. Shovel can be raised, lowered or extended by turning handle. 18" long. 98¢

Prices slightly higher in the Far West

F. W. WOOLWORTH CO.

©1949—F. W. Woolworth Co.

XR

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The pause that refreshes

XR

FINE MESH REGULAR

NO. 200

LIGHT BROWN

Ronney

INVISIBLE

MADE OF DUPONT

NYLON HAIR NET

WITH ELASTIC

XR

3 reasons why it's smart to order heating oil Now!

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COOL... Inexpensive!

Kool-Aid

5¢ Pkg. Makes 2 Quarts!

HERE'S how you can save on soft drinks. A 5¢ package of refreshing Kool-Aid makes 2 quarts. So keep Kool-Aid in the ice box by the pitcher full. Your family will appreciate it whenever thirst calls. Choice of six delicious flavors. Children love them all. Buy Six Packages and Save!

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BY THE MIDDLE OF THE AFTERNOON CUSTOMERS ARE LINED UP AT THE ANCIENT BAR 20 ELBOWS DEEP. PETER COOPER'S CHAIR SITS SOLEMNLY ATOP ORIGINAL ICEBOX (RIGHT)

SETTING QUIETLY IN THE STURDY CHAIRS THAT JOHN McSORLEY PUT THERE 80 YEARS AGO, OLD MEN DRINK THEIR ALE AND TALK MORE ABOUT THE PAST THAN THE PRESENT

Life Visits McSorley's Old Ale House

Untouched by time, walls of New York's oldest and most famous saloon are crowded with memories of 90 years

The oldest saloon in New York occupies the first floor of a red-brick house on the edge of the Bowery. It has been there since 1854, when John McSorley, late of County Tyrone, Ireland, opened under the name of Old House at Home. Peter Cooper and Samuel Gompers were steady customers in the old days. So were the guardsmen from the Old 69th and the East Seventh Street neighborhood folk. Though the ale house passed in 1910 to McSorley's son, Bill, thence to a retired policeman, and finally to his daughter, it is little changed today. Old men who knew McSorley 50 years ago sit and nod over their ale, and the same faded prints and memorabilia look down from the walls. In strict observance of old John's ruling, no women are allowed. McSorley's is described with nostalgia among other sketches of Manhattan in a new book by a New York newspaper reporter, Joseph Mitchell, called *McSorley's Wonderful Saloon* (Duell, Sloan & Pearce, $2.50).

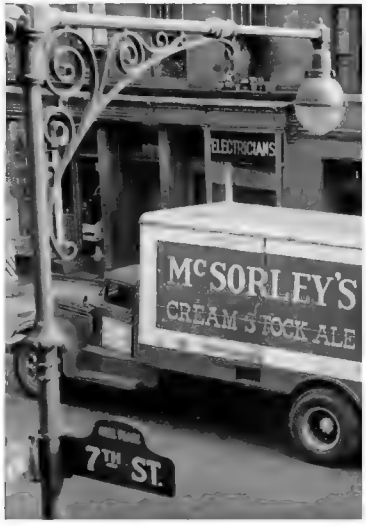
FOR ITS ALE, DELIVERED TWICE A WEEK AND STORED IN THE BASEMENT

JOHNNY SMITH, BARTENDER, WASHES MUGS IN MORNING. McSORLEY'S DOES NOT SELL HARD LIQUOR.

CONTINUED ON NEXT PAGE

AT 8 A.M. OTTO, A FIXTURE AT McSORLEY'S, SCATTERS SAWDUST AS FIRST CUSTOMER NODS IN A CORNER

A FIRST AVENUE BREWERY GOT PERMISSION TO USE McSORLEY'S NAME



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MIRACLE AID by CURTISS

Refreshing as fresh fruit!

6
DELIGHTFUL FLAVORS

One 5¢ Package Makes ½ Gallon ... Only ½¢ Each Glass

LEADING LADY OF HORROR MOVIE APPEARS ONLY AS A SHADOW ON SIDE OF THE SHIP

SPEAKING OF PICTURES . . .

HOLLYWOOD HAS UNCOVERED SHAPELIEST "SHADOW GIRL"

Robert Louis Stevenson in his poem *My Shadow* wrote: "I have a little shadow that goes in and out with me, and what can be the use of him is more than I can see." If the Hollywood starlets pictured at right ever read this Stevenson poem they probably never thought that their shadow would have much influence upon a Hollywood career. Now they know differently. In RKO's psychological horror movie, *The Ghost Ship*, the leading lady is never seen; only her silhouette is thrown upon the side of the ship (*above*). To find the shapeliest "shadow girl" the studio dressed these girls in skin-tight bathing suits (*below*) and had them parade behind a screen. Resultant silhouettes looked like everything from glamorous radiator caps to French postcards. The winner of this contest in curvilinear design was 18-year-old Shirley O'Hara whose blackout figure is shown on page 20.

THIS PICTURE, TAKEN DURING THE FILMING, SHOWS HOW GIRL'S SHADOW WAS CAST

XR

THE FIRST GREAT STORY OF THE LOST WORLD AT THE BOTTOM OF THE SEA!

CITY BENEATH THE SEA

COLOR BY TECHNICOLOR

Starring

ROBERT RYAN · MALA POWERS
ANTHONY QUINN · SUZAN BALL

with HILO HATTIE · DIRECTED BY BUDD BOETTICHER · WRITTEN BY JACK HARVEY AND RAMON ROMERO · PRODUCED BY ALBERT J. COHEN

A Universal-International Picture

Universal International

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RIDE THE Best... RIDE THE Schwinn

THE SCHWINN DELUXE AUTOCYCLE!

(COMPLETELY EQUIPPED)

HERE'S THE BIKE THAT ALL YOUR FRIENDS WANT! BY FAR THE FINEST BICYCLE IN AMERICA WITH ITS PATENTED AUTOMOBILE TYPE FOREWHEEL BRAKE (SEE PAGE 22), SCHWINN PATENTED SPRING FORK (SEE PAGE 12), AND SCHWINN CYCELOCK (SEE PAGE 1). FOR EXTRA ZIP, LOOK AT THOSE WHITEWALL TIRES, AND THAT SMOOTH SCHWINN CANTILEVER FRAME. ALL THE FAMOUS EXCLUSIVE SCHWINN FEATURES PLUS THE BUILT-IN KICKSTAND, FENDERLITE, BRILLIANT ENAMEL FINISH, SPARKLING CHROME PLATE, AND STREAMLINE TANK WITH THE BUILT-IN HORN. SEE YOUR SCHWINN DEALER TODAY.

Guaranteed AS-LONG-AS-YOU-OWN-IT

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Mary's first date

brought me up to date

LAST NIGHT when I let in Mary's first beau I almost tripped over her old doll carriage. Then, when she came downstairs in her first long dress I stumbled again . . . on something I should have seen long ago.

Mary wasn't a kid any more. In just a few years she'd be a young lady!

Maybe it happens to every father. You don't notice that your little girl isn't playing with dolls until you open a door and a boy says, "I'm taking Mary to the high school dance." . . . You don't observe the gradual changes which are constantly taking place in your family life until something surprises you into taking a fresh view . . .

That boy with the shy grin helped bring me up to date on my family. He started me thinking about the way their needs and my ambitions for them had changed since the last time I bought life insurance. Then it was just the sort of protection I wanted them to have. But measured against what I want for them now, it didn't quite fill the bill. I realized that just as Mary had outgrown pigtails without my noticing it, I had outgrown my life insurance.

This morning I had a serious talk with a John Hancock agent. He discussed things I'd been thinking about as well as things that hadn't entered my head — my social security benefits, what my wife could expect to earn if she had to, how much it would cost to give the children the right educational start. Then he worked out a new life insurance plan that fits the pattern of my particular family life down to the last detail. What surprised me most was how *little* it added to my family budget to get life insurance *big* enough for my family's needs.

* * *

Not every John Hancock policyholder is like Mary's dad. No two, in fact, out of our six million policyholders, are exactly alike. That's why every John Hancock representative is trained to uncover those factors which make your situation an individual one. The only obligation you have in accepting his services is the one which prompted you to arrange the interview — your obligation to yourself and to your family.

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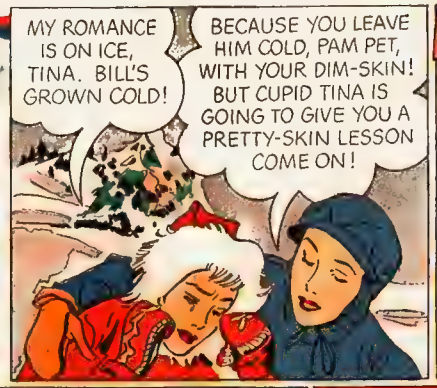
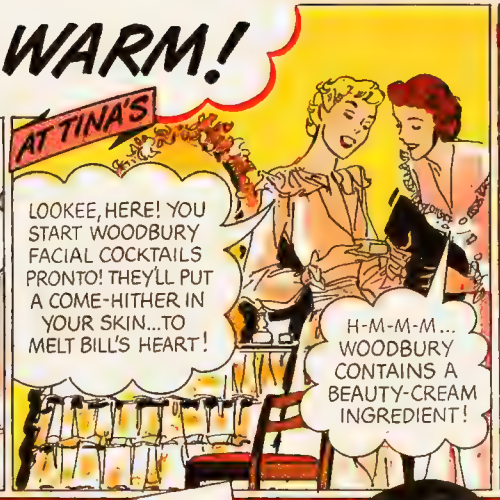
MY LOVE'S KEEPING SOMEONE ELSE WARM!





JUST WED!

...another Woodbury Deb

Former Priscilla Alden Trumbull, New Jersey Deb, Bride of William Walter Wilcox, III, says:

"Woodbury Facial Cocktails give your skin a heart-melting softness"

TUNE IN LOUELLA PARSONS TONITE ABC

ELIZABETH TAYLOR
beautiful co-star of Metro-Goldwyn-Mayer's
"LITTLE WOMEN"
says: "I love the super-smooth finish Woodbury gives my skin!"

"Like Satin_That's my Skin with NEW Woodbury Powder!"

says ELIZABETH TAYLOR

6 exciting shades! 30¢ and 15¢ (Compact Refill 10¢) Large size $1.00 (prices plus tax)

In Nation-Wide Test

WOODBURY WINS 4 TO 1

over all other leading brands of powder!

In a dramatic beauty test, New Woodbury Powder won on an average of 4 to 1 over all leading brands. And women preferred Woodbury for every beauty quality: cling, "cover", fragrance!

TWICE NEW!
New Secret Ingredient gives a smooth-as-satin finish to your skin!
New Revolutionary Process gives warmest, liveliest colors, finest-ever texture!

SO HANDY!
WOODBURY COMPACT REFILLS—10¢
Neat cellophane packets keep powder fresh, make refilling easy. Two generous fillers—of any Woodbury Shade—for 10¢.

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BOTANY* LANOLIN

DRY SKIN RESPONDS RADIANTLY

Lanolin works its miracles through helping to maintain oil balance...its extra penetration helps to restore the normal functions of the skin. Dermatologists agree that Botany Lanolin Beauty Aids, rich in lanolin, do effect a marked improvement in even the most stubborn cases of dry skin. Use Botany Lanolin creams, soap and lotion for a week and you will "Feel the Difference." Botany Lanolin Triple-Action Cream, $1 and $1.75; Botany Lanolin Formula 70, $1.25 and $2; Botany Lanolin Superfatted Soap, 3 cakes for 50¢; Botany Lanolin Lotion, $1. ☆ Send 10¢ (to cover cost of handling) for a Travel Kit containing samples of Botany Lanolin Beauty Aids. ☆ Botany Distributors, Passaic, N. J.

*Reg. U. S. Pat. Off.

myvintagevogue.com

Luxury and service go hand in hand
in this Rhythm slip of Nylon crepe enriched with Nylon net
and AMETEX Nylon lace. Washes like a handkerchief.
Dries in minutes. Shrinkage practically nil. Iron it or not
as you wish. Made with the famous RHYTHMESE* BIAS BAND
for smooth fit and perfect comfort. In white, shell pink, azure blue.
Slip 7.95 Matching gown 12.95

At the Rhythm store in your city. RHYTHM LINGERIE, Inc., 136 Madison Ave., N.Y.C.

*Reg. U. S. Pat. Off.

DO YOU HAVE LIGHTING ON *YOUR* MIND?

Perhaps you should! For once again shorter autumn days are bringing eyes indoors to study, to read, to sew. Once again it is time to lay in a supply of right-size G-E lamp bulbs.

Right-size because poor light spells "trouble" . . . eyestrain.

G-E because the constant aim of G-E lamp research—to make G-E lamps *Stay Brighter Longer*—assures you of the brightest, most economical light, that over half a century of lamp making skill can produce!

Get the G-E bulbs you need at these low prices:

75 and 100 watt **15¢** 150 watt **20¢**

25, 40 and 60 watt *only* **11¢** Plus Tax

G-E LAMPS

GENERAL ELECTRIC

XR

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You'll love JOAN DAVIS

NOW ON THE AIR FOR SWAN SOAP!

THERE'S a new love in the life of Joanie—America's Comedy Queen!

And Joanie has put together the grandest, slap-happiest radio show of her life for her brand-new heart-beat—Swan. And for *you!*

It's mirthful! Musical! Merry! Full of Joanie's come-hither!

Crammed with Joanie's special cart-wheeling kind of gags that make you laugh right up from your toes!

Don't miss the fun when America's No. 1 Chuckle-Queen goes into her rib-tickling radio act.

You'll be crazy about Swan's new Joan Davis Show with Andy Russell!

CONSULT YOUR LOCAL PAPER

NEW TIME!

EVERY MONDAY NIGHT ON CBS

NEW STATION!

EVERYBODY'S TUNING IN!

Nobody's too young or too old to enjoy Joan Davis's frantic-antics! Tune in to this great family show Monday nights on your local CBS radio station. Just before Lux radio theater.

EVERYBODY'S DIVING IN!

Just like Joanie, Swan Soap pleases 'em all—from high chair to rocking chair! It's baby's soap—pure as fine castiles. Mommy's favorite beauty soap—so mild, so gentle! And Dad loves Swan's fast, creamy lather!

EVERYBODY'S SWANNING UP!

Swan not only bathes the family—it goes to work all over the house! "Babying" hands with quick, rich suds in the dish-pan. Giving dainty duds baby-gentle care. Why don't *you* try pure, sudsy Swan for everything? You'll love it!

SWAN IS PURE AS FINE CASTILES

XR

This Can Happen to You!

XR

MOTION PICTURE EMPLOYEE

IDENTIFICATION CARD No. 5999

Moe Howard
NAME

563-12-6482
SOCIAL SECURITY NO.

Moe Howard
SIGNATURE

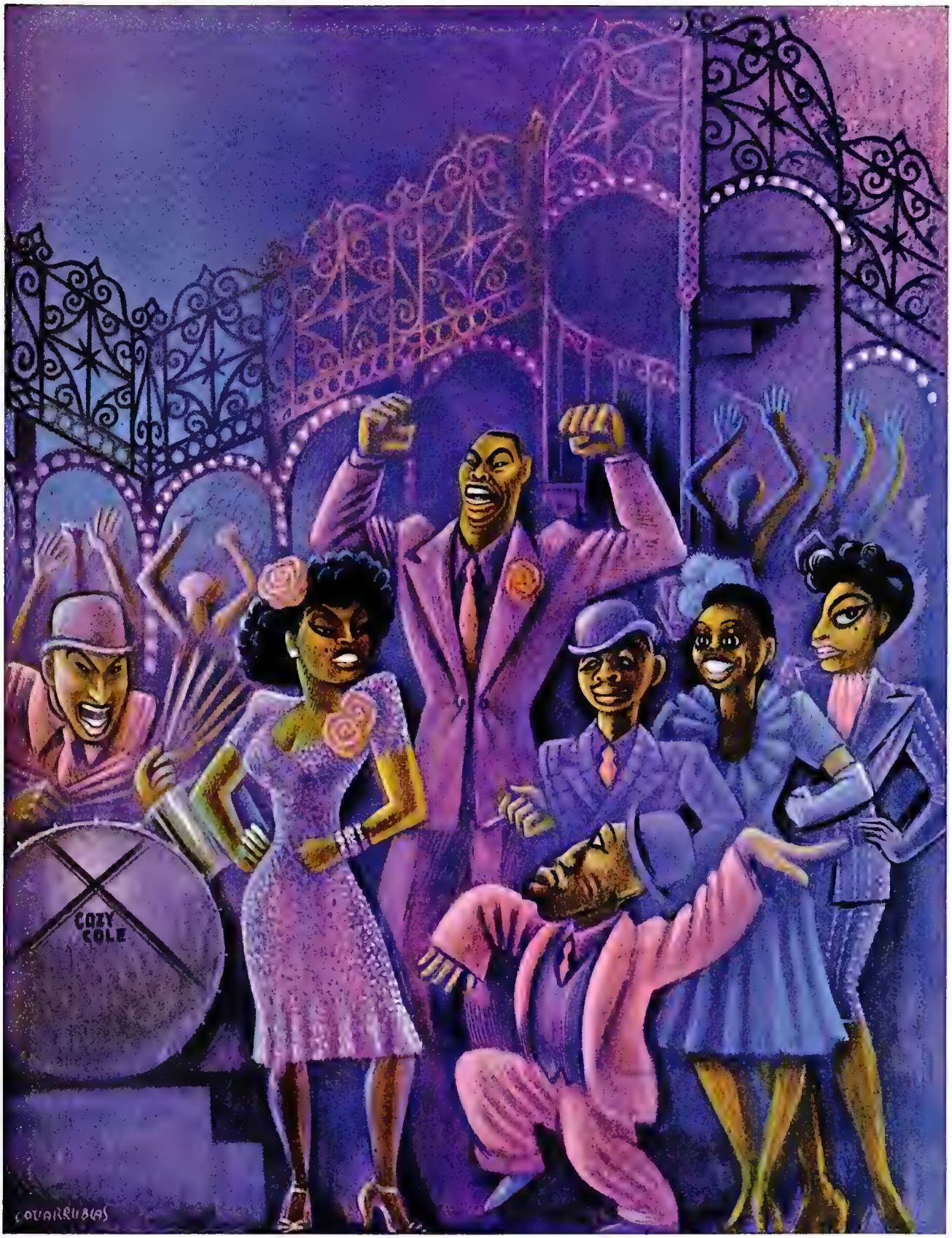
Harry Romick
VALIDATING SIGNATURE

How to keep vegetables crisp and fresh

XR

In opening scene, Carmen (*center*) vamps Joe (*seated left*). Here Covarrubias demonstrates his remarkable talent for recreating movement. In order to convey Carmen's sultry orneriness he avoided showing any specific motion of hers. Instead he tried to get impression of all her insolent motions. He succeeded in this by exaggerating size of her breasts and by throwing out her hip and putting her hand on it. Each of the opera's five scenes is done in a predominant color. Here a sophisticated yellow is used to denote gay southern sunshine.

XR



Scene three takes place in a cabaret. Covarrubias' chief problem here was to capture Cosy Cole, jazz drummer at the left. Since Cole's jaws work feverishly while he plays, not even a candid-camera shot would convey his enormous vitality. Miguel Covarrubias captures it by exaggerating the percussionist's face and mouth. Although Covarrubias' paintings are generally referred to as gouache, the definition is not precise. He uses plain water, but his technique imparts a shiny surface. He thus gains luminous quality that water colors lack.

A Day With Walt

Walt, arriving at the studio, is greeted by a reception committee bearing messages . . .

The army and navy join Walt at the conference table . . .

Joe Grant, offering an idea to Walt, holds him with his electric eye while Dick Huemer prays hopefully . . .

Walt ponders the philosophic values in a script . . .

—eats lunch, talking to three tables at the same time . . .

—enjoys a quiet cigarette while his mind roves . . .

—answers fan mail . . .

—speaks Mickey Mouse's voice, an assignment which has always been his exclusively . . .

—journeys into the hall, where he is approached by persons having problems . . .

—listens to the gang "selling" a gag in "Victory Through Air Power" . .

—gives careful consideration to Donald Duck's comments about his work for the day. . .

—hitches a ride with a car pool.

The drawings by Roy Williams, the words by Ralph Parker

XR

XR

GARY GRANT
Constance BENNETT
dans
"TOPPER"
un film de
HALL ROACH
le
COUPLE
invisible
avec ROLAND YOUNG
CINE VOG. FILMS
HET ONZICHTBAAR KOPPEL
IMPRIMÉ EN BELGIQUE
IMP. J. LICHERT & FILS BRUXELLES

The real shock came when we got inside!

PM XR

G.M.T.
NEW YORK
MOSCOW
CAIRO
LONDON-PARIS
BERLIN-ROME
BCA
BCA
JOHN FALTER

America, we love you...

for the largest sales in Old Gold's history

On every street
You'll find this TREAT
... OLD GOLDS

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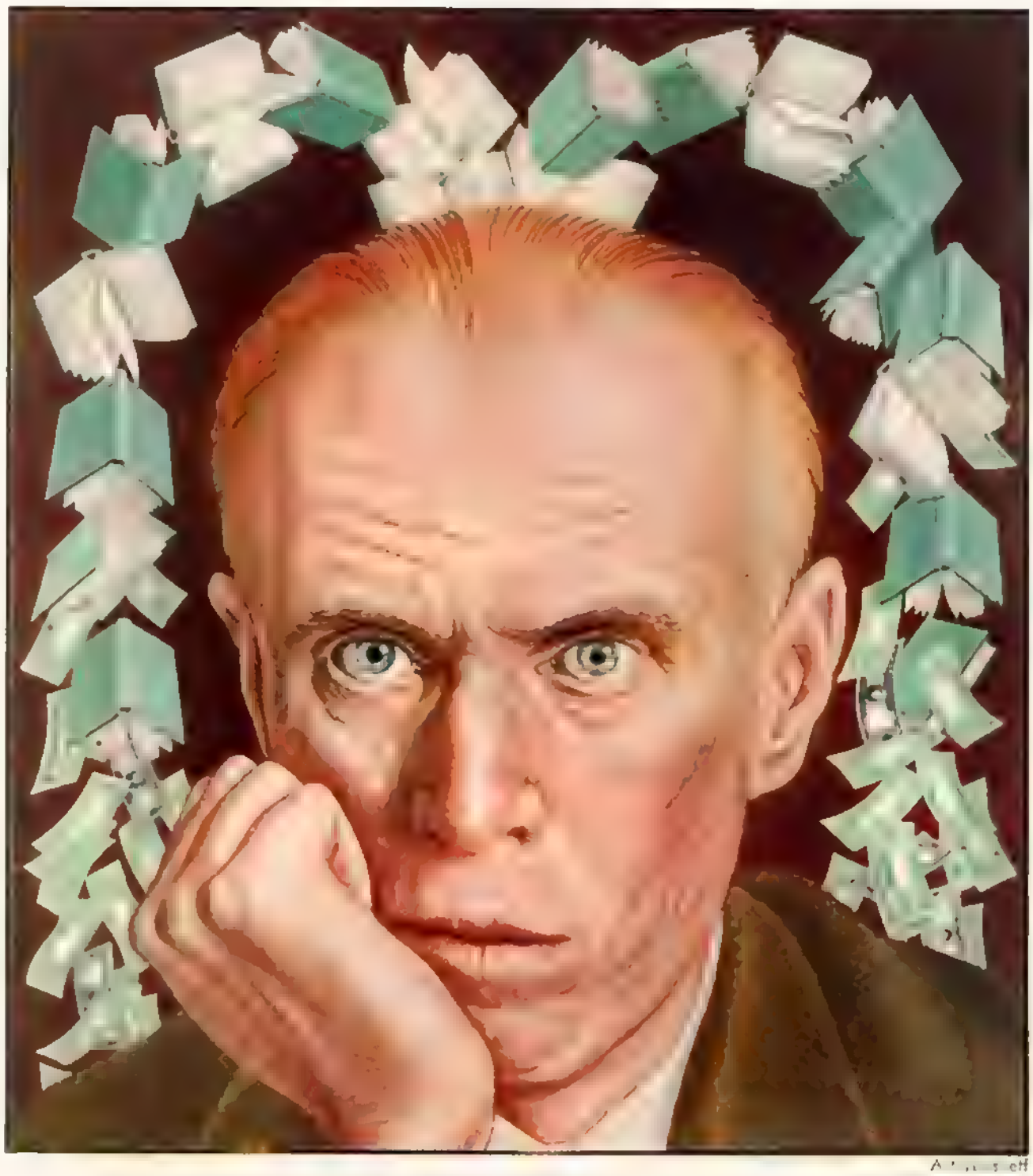
TIME

THE WEEKLY NEWSMAGAZINE



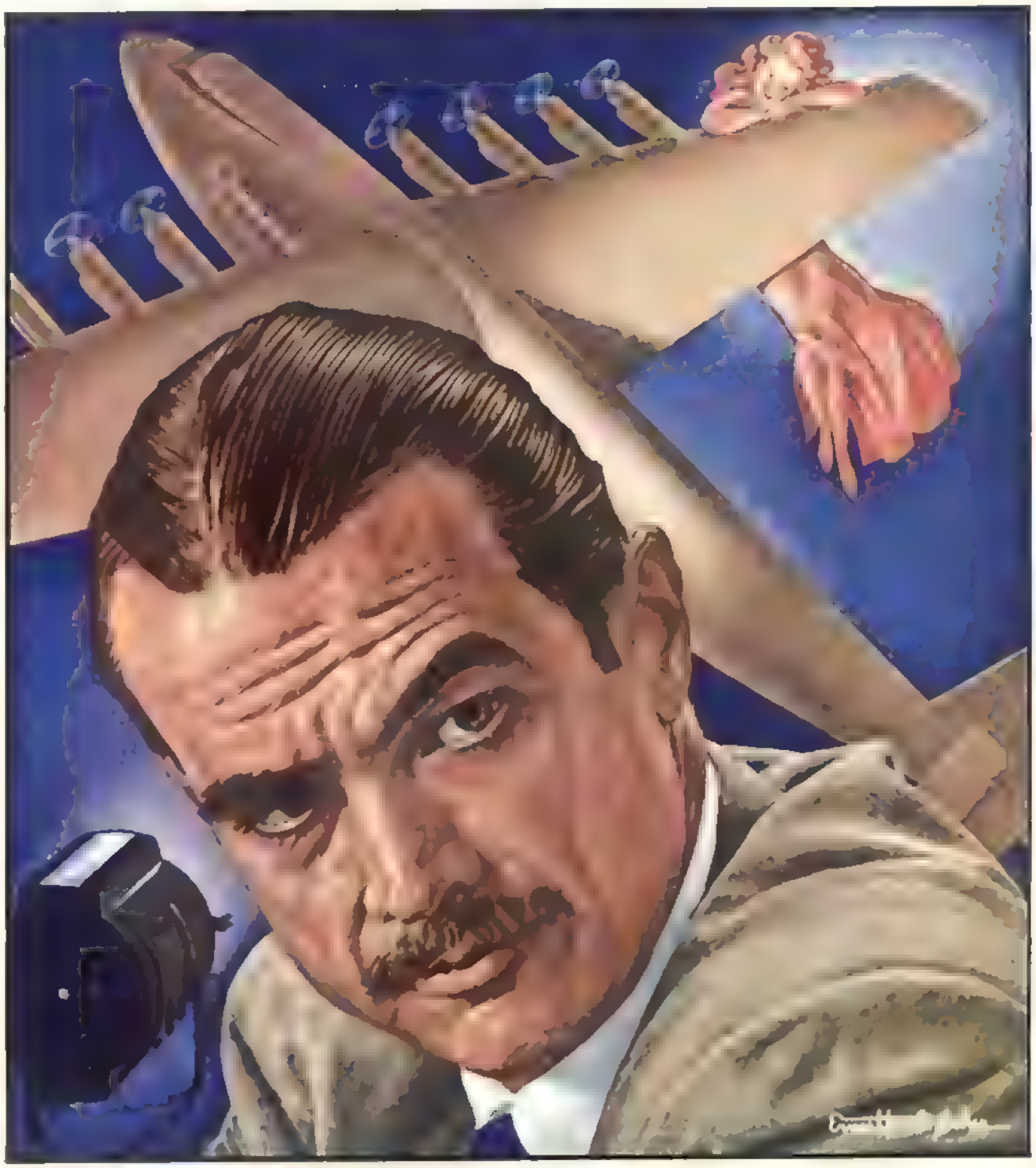
SINCLAIR LEWIS

In U.S. letters, he is still a ferment.

(Books)

TIME

THE WEEKLY NEWSMAGAZINE



HOWARD HUGHES

Money + brains — fun (sometimes).

(People)

CHANDOR
NEW YORK

▲ Curvex Sovereign, 17-jewel Precision movement, 14k pink or yellow gold case, $125.00 ▲ Curvex Queen, 17-jewel Precision movement, 14k pink or yellow gold case, $100.00 ▲ Curvex Count, 17-jewel Precision movement, yellow or pink gold-filled case, $67.50

So beautiful it's hard to make up your mind

You want to linger . . . try each one on your wrist . . . when you see these thrilling Curvex watches. They're so smart. So daringly modern. So beautifully designed that a jury of leading fashion designers called them "America's best-styled watches." . . . You naturally ask, "But just how accurate?" The blueprint above gives the answer: *Every Gruen Curvex has the famous Precision movement. It's the only watch of its kind—the thinnest curved watch in the world and protected by patent until 1959!* See these distinctive Curvex styles at your Gruen Jeweler.

Gruen watches at Gruen Jewelers only, from $29.75 to $250; with precious stones to $4,000. The Gruen Watch Company, Time Hill, Cincinnati, Ohio, U. S. A. In Canada: Toronto, Ontario.

Curvex Collegian, 17-jewel Precision movement, pink or yellow gold-filled case—$55.00

Curvex Companion, 17-jewel Precision movement, 14k yellow or pink gold case—$110.00

Curvex Consort, 17-jewel Precision movement, yellow or pink gold-filled case—$55.00

GRUEN
CURVEX
THE PRECISION WATCH

While we have been manufacturing large quantities of vital precision instruments for war, we also continue to produce fine Gruen Watches for civilian use . . . but of course the demand for these watches far exceeds production possibilities today.

AWARDED TO WAR INSTRUMENT DIVISION

BUY A GRUEN WATCH . . . BUT BUY A WAR BOND FIRST

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GRUEN . . . THE PRECISION WATCH . . . AMERICA'S CHOICE FOR OVER 70 YEARS

Prices include Federal Tax. Copyright 1945, The Gruen Watch Company

"The lips of a Strange Woman drip honey, and her mouth is smoother than silk. But her fate is bitter as wormwood . . . sharp as a two-edged sword"
The story of Jenny Hager - - - whose beauty was as strong as sin . . . and twice as deadly! From the vibrant pen of BEN AMES WILLIAMS who also gave you "Leave Her to Heaven"
The Strange Woman
LEAVE HER TO HEAVEN
HUNT STROMBERG
presents
HEDY LAMARR
in
"The Strange Woman"
co-starring
GEORGE SANDERS · LOUIS HAYWARD
with
HILLARY BROOKE · GENE LOCKHART · JUNE STOREY · RHYS WILLIAMS
Produced by JACK CHERTOK · Directed by EDGAR ULMER · Screenplay by HERB MEADOW
Based on the novel "The Strange Woman" by BEN AMES WILLIAMS
A Hunt Stromberg Production
Released Thru United Artists

XR

In 1493, Christopher Columbus found pineapple growing in the West Indies Island of Guadeloupe, according to Peter Martyr (1455-1526), historian of the New World. But that wild pineapple, you may be sure, was quite different from the luscious fruit grown in Hawaii today.

First record of pineapple in the Hawaiian Islands dates from 1813. Don Francisco de Paula y Marin, adviser to Hawaii's great King Kamehameha I, wrote of planting pineapple in his garden. That, too, was a far cry from the golden, mellow fruit grown on present-day plantations.

Forty years ago, the Hawaiian Pineapple Company packed its first crop of Dole Hawaiian Pineapple. Ten years ago, Dole Hawaiian Pineapple Juice was introduced. Since then, Dole Pineapple Products have become one of America's most popular canned fruit-treats.

The Hawaiian Island of Lanai is the home of one of the largest of the Dole Pineapple plantations. The planting, cultivating and harvesting of Dole Pineapples is the sole industry of the island. From its miles of sea-green fields come millions of Dole Pineapples every year.

Because of the nutritive values, keeping qualities, convenience and popularity of Dole Pineapple and Dole Pineapple Juice, generous quantities are going to our Armed Forces all over the world. But there are still Dole Pineapple Products left for your own enjoyment.

Today your ration stamps entitle you to your share of Hawaiian Pineapple Products. If your grocer doesn't happen to have Dole Pineapple Products on his shelves today—ask for them again tomorrow.

DOLE

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How many of these lighting mistakes are you making?

TO HELP you protect eyes at home, and to aid in the conservation of critical materials, General Electric asked its home lighting experts to list some of the common mistakes made in home lighting. If you follow these simple suggestions, you'll get more useful light from G-E MAZDA lamps—and you'll be helping to save both materials and electricity.

1. CHECK ON LAMP SHADES. Dark linings can absorb half the light you pay for. Why waste good light from G-E MAZDA lamps?

2. FIVE G-E MAZDA LAMPS burning in an unoccupied room! That's a peace-time luxury we can dispense with today!

3. NO LAMP! That's bad. Mother would strain her eyes less with table-lamp *(lower right)* beside her. Sewing calls for plenty of glareless light.

4. THAT BARE BULB is doing little good for anyone. Glares in Dad's eyes, doesn't help Mother's sewing. Better turn it out.

5. DON'T BE A LIGHT-MONOPOLIST! If Dad moved floor lamp to right of his chair, Junior could sit beside him and share good light.

6. FLOOR IS BAD PLACE to read. Why not move that chair closer to Dad and make the floor lamp do double duty between them.

7. LAMP IS POORLY PLACED. Better move it to that table where Mother is sewing.

8. DUST AND DIRT ON LAMP BOWLS and bulbs can waste half the light you pay for. Clean them regularly. Pity to waste half the light from G-E MAZDA lamps when precious eyes need it!

Tune in the G-E MAZDA lamp radio show Sunday, 10 p.m. (E.W.T.) N.B.C.

9. GOOD EYESIGHT is one of our most valuable national resources. So have your eyes examined regularly. And remember, G-E research has worked for over half a century to give you more light for your money. Don't throw away those years of research. *Don't waste light!*

G-E MAZDA LAMPS

GENERAL ELECTRIC

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Sweetheart of the JUKE BOX

Kay Starr

RAPIDLY BECOMING ONE OF OUR MORE POPULAR SINGERS, HUSKY-VOICED, VIVACIOUS KAY STARR IS OUR CHOICE FOR "SWEETHEART OF THE MONTH". BORN IN OKLAHOMA, KAY'S EARLY AMBITION WAS TO BE A DESIGNER. SHE RECIEVED NATIONAL ACCLAIM FOR COSTUMES SHE DESIGNED FOR THE MEMPHIS COTTON CARNIVAL, BUT FORTUNATELY FOR US, MUSIC WON OUT. HER RECENT COMEBACK AFTER A SERIOUS THROAT INFECTION HAS MADE THE MUSIC WORLD SIT UP AND TAKE NOTICE. HER ABILITY FINALLY RECOGNIZED, KAY IS REALLY ON THE WAY UP···

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